The American BOOK TRADE JOURNAL

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VOL. CXX

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NEW YORK, SEPTEMBER 26, 1931

No. 13



ANOTHER VIKING DOUBLE-HEADER

Once again two leading books from the Viking list have been selected by the book clubs.

JOB, The Story of a Simple Man by Joseph Roth is the November choice of The Book-of-the-Month Club and A BURIED TREASURE by Elizabeth Madox Roberts the November choice of The Literary Guild of America.

There is a limited edition of A Buried Treasure of 200 numbered copies, signed by the author. \$7.50

Double Sales Appeal Here!

It's FUNNY!

(Stock it with your humor books!)

It's USEFUL!

(—Surefire for Every Gardener!)

THE GARDENER'S FRIEND And Other Pests

By George S. Chappell and Ridgely Hunt

(Coming about Oct. 15)

A delicious spoof on gardeners and gardening—which is, amazingly, full of sane, sound gardening facts for anyone who raises flowers—or tries to.

Robert Lemmon, Managing Editor of House and Garden, says: "These birds certainly know their stuff! The best gardening book I have ever read... Humor, penetration, sincerity, valuable information, story interest... it's the kind of book that gardeners will tell all their gardening friends about. A grand gift book—and also to keep yourself! Fully illustrated by Haenigssen. \$2.50

And Now-What a WINDOW It Makes!

SINS OF AMERICA

As Exposed by the "Police Gazette"

By Edward Van Every

With an Introduction by Thomas Beer

(Coming about October 22)

Remember "Sins of New York"—that lurid pink book that nearly broke bookseller's windows last year, pulling crowds in and selling itself? (Remember the orders placed for it by single customers—15 copies at one New York bookstore, 18 at another, 30 at another—to be sent as Christmas gifts to their friends?)

Now comes SINS OF AMERICA—the whole show, our national portrait in the 70's and 80's—even more uproarious, with 209 reproductions of the original Police Gazette woodcuts . . . Drama, extravagances, scandals, tragedies—the kidnapping of Charlie Ross, the famous Beecher-Tilton affair,

the Lydia Thompson leg-show, the San Francisco Jekyll and Hyde and whatnot! . . . And the "Chamber of Horrors," which you simply have to see to appreciate! \$5.00

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The Autobiography of Lincoln Steffens

A limited, one volume edition of "The Autobiography of Lincoln Steffens" will be published on October eighth at \$3.75. "The most important book of 1931" (Lewis Gannett), "one of those peculiar books which we know in our time is destined to be a classic" (Carl Sandburg), thus becomes available for a short time at half the price of the two volume edition. Advance orders indicate a sell-out on publication. Have you ordered yet, keeping the Christmas season in mind? HARCOURT, BRACE & COMPANY

Limited one volume edition, \$3.75, to be published October 8

383 Madison Avenue, New York

To be published October 6th

SAVAGE PARADISE

BY MARGARET MATCHES

When we announced *Green Hell* to the trade in the Spring of this year, we offered it as something new and stimulating in the field of travel-adventure books, and predicted for it a wide popular sale. Booksellers now know that our estimate was sound and our forecast true.

In announcing SAVAGE PARADISE we are happy to say that we have made another "find" in the same field.

But in this case the vagabond author is a young girl. Like so many of the thousands who will read her book she became bored with the humdrum life of the city, with the routine work of a publishing house and an advertising agency. She made no attempt to cure her wanderlust with a trip abroad via Tourist Third. Instead she boarded a tramp steamer bound for the South Pacific, and in New Guinea she found her "savage paradise."

She mingled with curious characters everywhere—with goldseekers, planters, adventurers, beach-combers and broken hulks of humanity, black, white and yellow.

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We recommend it to the trade, and to every one of the thirtythousand readers who still point to *Green Hell* as "the book of the year"

Illustrated by Guthrie Rudolph

Price-\$4.00

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He outshot the bad men of the old Southwest

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Frontier Marshall

BY STUART N. LAKE

Frontier days come to life in this vivid, colorful biography. The picture above shows the famous fight in the O.K. Corral at Tombstone, one of the many thrilling scenes in the life of this famous frontier marshal.

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Coming October 2nd - \$2.50



The Dutton Prize Clue Mystery for October

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There are no triangles or tragedies in "Two People." It is the love-story of a bappy marriage, the record of Reginald and Sylvia Wellard's lighthearted adventures in understanding. We assure you that the book abounds in the infectious charm, the droll humor, and all the inimitable qualities that have endeared A. A. Milne to the reading public.

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JOHN DAY, 386 4th AVENUE, NEW YORK.



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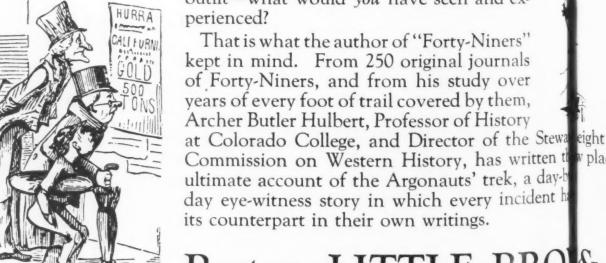
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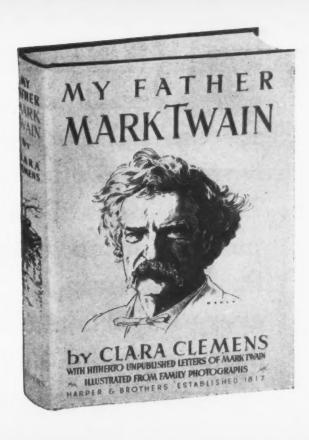
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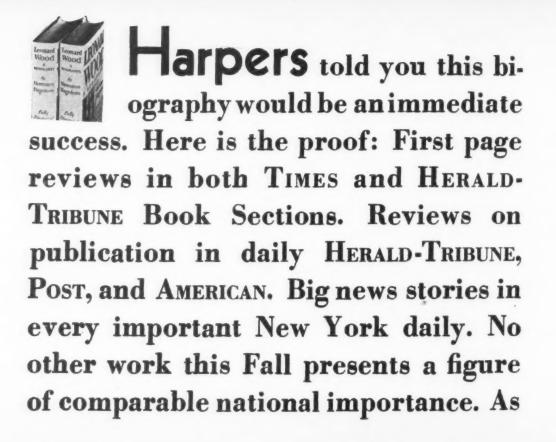


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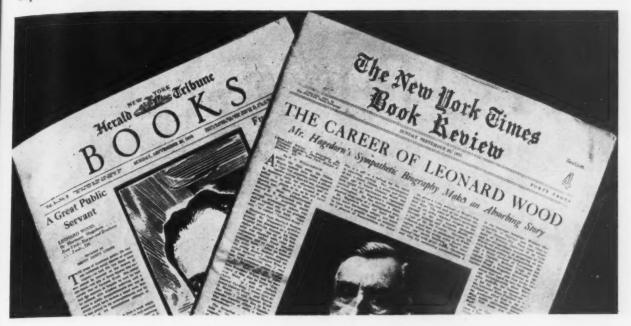
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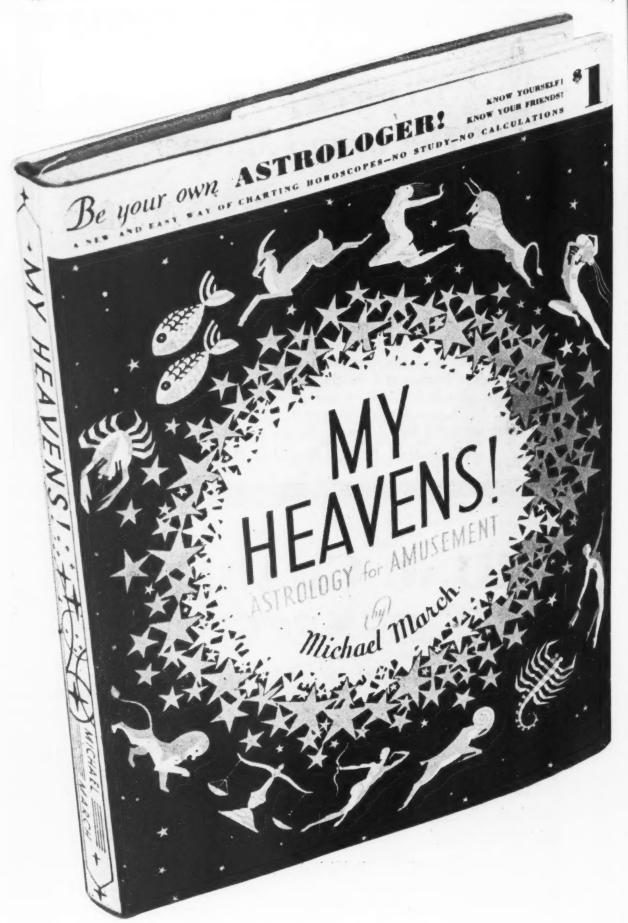


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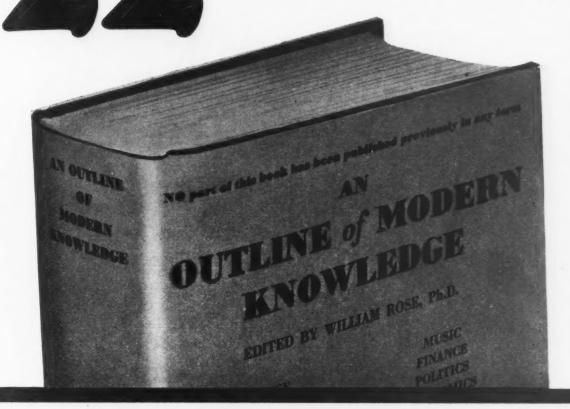
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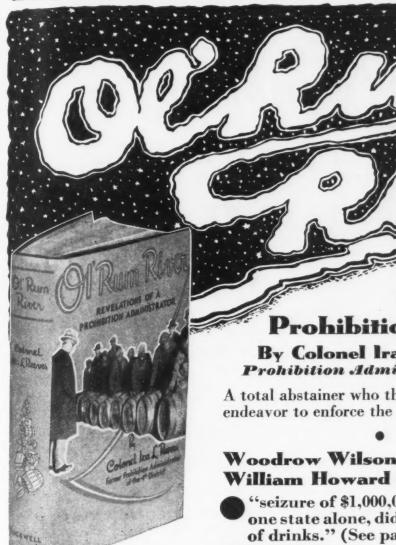
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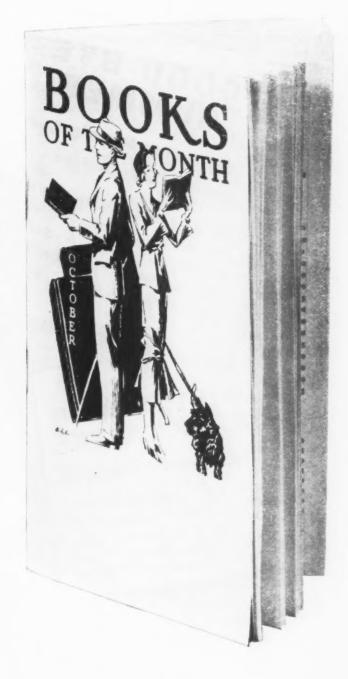
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The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, SEPTEMBER 26, 1931.

Standard Practice on Remainders

A Proposal By the Joint Board of the N.A.B.P. and the A.B.A.

THERE seems to be an interesting coincidence in the fact that, just as the press is echoing in both editorial and news pages with the proposals of Gerard Swope, president of the General Electric Company, calling for stronger and more universal trade organization, the publishers' and booksellers' associations should be proceeding to issue some results of their joint discussion on trade problems. These recommendations ought to have a salutary effect in bringing order out of chaos in some of the fields of book distribution.

On August 1st the Publishers' Weekly printed the Joint Program on Reprints, and in this issue we print the result of the deliberation of the Joint Board on remainders. Such programs, reached by a careful consultation of publishers and booksellers, can point to methods that are both forward-looking and practical. The publishers, by being aware of what is common practice and being conscious of how their competitors are handling each situation, can clear up difficulties that have set back book distribution and disturbed the smooth flow of reading matter to the public.

The remainder problem is an old one, but it reached an acute stage in the last two years, when halting sales following rapid expansion of lists caused the piling up of remainders that broke the banks of the ordinary streams for distribution. The result of this was a search for new outlets, and such outlets were found in drug stores, where Max Sallop built up quick and responsive sales by placing remainder lots in prominent corner windows with striking signs calling attention to the radical reductions offered.

All the difficulties of this plan were not at first seen, because the relief from overflowing warehouses was so welcome, but, as the experiment was weighed, it was found to be far from satisfactory. In the first place, the displays were interpreted by the public to mean that book publishing was in straits and book prices were crashing. This caused a halting of the demand, especially for octavos, at the regular shops. Secondly, these marked reductions in the prices of biography, travel, etc., gave the public a feeling that all prices on new books were too high, and they did not know that the books offered at the low figures were not new and current volumes. Thirdly, it gave librarians and other regular book buyers the feeling that it might always be better to wait for a book rather than to buy it immediately and it put authors' new royalty books in competition with last year's non-royalty remainders.

In the meantime, booksellers with facilities for marketing remainders lessened their interest in this type of merchandising just when there were signs that the drug stores, having squeezed the initial benefit from this type of merchandising, seemed to be losing interest. Still further questioning arose when the publishers, figuring costs of such transactions, began to see that, as most of these books were being bound up from sheets, the binder's charges were using up about all that was received from the remainders outlet.

The Joint Board asked Mr. Cheney to make a special report on remainders in advance of his complete survey report and referred this to three of the best-known sales managers to take the facts of the case under special consideration and make recommendations. These have been embodied in the final report and accepted by the Board of Directors of the National Association of Book Publishers.

With such a report in the hands of all the members of the Association, and with the belief that the fairness of the suggestions will recommend them to other publishers not members of the Association, there is every reason to believe that this program may become a standard one.

The Joint Board of the N.A.B.P. and A.B.A. is composed of: For the publishers—William Morrow, J. W. Lippincott, Harry L. Burt, A. H. Gehrs; For the booksellers, Lewis B. Traver, A. B. Carhart, Cedric Crowell, Frank Magel, Ellis Meyers; As Secretary for the Board, Marjorie Griesser.

Recommendations on Remainders

THE Joint Board urges publishers to take steps which will prevent the dumping on the market of publishers' overstock at drastic markdowns. To safeguard the interests of both branches of the trade, the merchandising of remainders should be regulated so as not to create the impression in the public mind that original prices of books are unfair.

We have studied the remainder problem very carefully before making recommendations for solving it. Mr. Cheney was asked to make a special report on remainders, in advance of his complete survey report, and his findings were referred to a committee of publishers' sales managers. Their report and Mr. Cheney's report were of great value to us in formulating our final recommendations which are:

A. That publishers' overstock of sheets should not be bound for a remainder sale until a careful analysis has been made as to whether the binding of these sheets would not prove an additional loss when sold at a remainder price.

(In this connection, special attention is called to the report of the committee of publishers' sales managers appointed to make a study of this question for the Joint Board. A. H. Gehrs, Harcourt, Brace & Company, Howard Lewis, Dodd, Mead & Company, and Frank Henry, Doubleday, Doran & Co., served on this committee and reported:

"We find that the bulk of overstock is a result of printing from plates or binding sheet stock for a remainder sale. We would recommend that the publisher consider carefully the following, and we believe that he will destroy his overstock of sheets in preference to having his imprint distributed and shown at marked down prices:

"After putting a cheap binding on the sheets, the difference between the price of this binding and the price received frequently leaves but one or two cents per copy profit for sheets, particularly of fiction.

"The cost of handling, plus cases, cartage, etc., when brought into the reckoning adds to the loss, for an assumed profit is frequently lost in operation.

"If the cost of the cheap binding plus a 30% overhead charge is brought into consideration to establish a resale price, surely the small price received for the original overstock of sheets is more than lost in having this additional number of books thrown into the market in competition with the sale of the regular editions.")

B. That publishers' overstock of fiction titles should not be remaindered until one year after the date of original publication.

C. That publishers' overstock of nonfiction titles should not be remaindered until two years after the date of original publication.

D. That no publisher's overstock should be remaindered through any channel that sells exclusively to outlets outside the regular booktrade.

E. That no book sold at reduced prices as overstock should be advertised or displayed at retail in such a way as to disguise the fact that it is sold at a reduced price because of the publisher's overstock.

F. That publishers should not contract with a distributor to print an edition of a title to be sold as a remainder, and that any reprinting of a book to be sold at a low price should be designated as a reprint edition and made available for sale by the whole trade.

Mechanized Book Borrowing

Book Lending Without Tears, as Achieved by the Season Book Club

Katharine Lord

of The Little Book House at Nantucket

be, was obviously not written of the modern bookseller. Over what he borrows in this year of grace, let us draw a kindly veil! But what he lends—and how—in good years and bad, in season and out of season, is a subject of perennial interest.

So much has been written about book lending that it seems almost as though the last word had been said, yet one shop found itself faced with conditions that the usual routine did not meet satisfactorily.

We have all heard of those very gratifying lending libraries that pay the rent, and of those others that eat up all the sales profits; of deposit or no-deposit, of rental by the day or the week; we have weighed carefully the using of special covers for their neatness and advertising value, or the gay jackets supplied by the publishers, that make identification of titles so much easier. But whatever the details of organization and conduct we have found that America expects every bookman to do his duty in maintaining a lending library, costly or inconvenient though it may be.

The lending library has doubtless come to stay, yet there often are individual conditions that make it a liability rather than an asset from an accounting point of view. And in these cases a solution must be sought.

Any consideration of the subject must begin with the most fundamental of book rental problems. Obviously the libraries that have a large and fairly permanent clientele to draw upon are the ones that pay. The very small shop, or the seasonal one, will inevitably have a different angle on those two important terms—time and space—not the philosophical abstractions, but the most concrete of considerations.

As an example let me outline the situation at The Little Book House. When

the Shop was opened a Lending Library was installed as a matter of course, and a fine spacious corner devoted to its use. We asked a deposit of \$1.00 and charged a rental of 4 cents a day, because that was the accepted local rate. The library undoubtedly brought people into the shop and, especially in those early days, some came to rent who remained (or returned) to buy. An occasional customer rented and tried out a few books, before buying one as a gift.

While the shortness of our season prevented the library from being in any sense a money maker, at first it seemed well worth while in other ways. However a season or two showed plainly that the institution did little more than pay its way, occupied an undue proportion of time and space and must be put down in any final analysis of our business, as a self supporting form of advertisement.

Then came the time when the particular space occupied just had to become the now famous *Print Corner*. We considered scrapping the library entirely, but such a howl of protest went up that *that* idea was quickly abandoned. The library was crowded into an inadequate space, and it was made as uncomfortable as possible to extract a book!

But all of this did not discourage patrons at all. The Lending Library business increased by leaps and bounds. Though the books were housed on low shelves suitable only for overshoes, rat poison or other seldom-used articles, customers amiably stood almost on their heads to scan the titles. Volumes had to be stored "outside" and fetched in lumps to clutter up the shopkeepers' desk, but the borrowers waited patiently between buyers The library, it seemed, refused to die a natural death. Short of premeditated murder, we must continue to house the

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cursed thing, and its clientele grew apace. It must be noted here that our town is a summer resort with large transient population, which would create a special problem not met with in the average residential or business neighborhoods. The most briefly staying visitors soon discovered us and flocked from hotels great and small to refresh themselves at the fountain of the printed word-at small cost to themselves and what labor and anguish to us.

Why buy a book on holiday when one could rent all the latest for a few pennies? Also the shop acquired the reputation of a "pleasant place to go" and the L. L. became the scene of many pleasant little visits, which we enjoyed, but which, alas! complicated the chief business—that of selling books. Finally a rough log kept over a number of weeks proved conclusively that the too luxurious growth must either be vigorously pruned or uprooted alto-How could the traffic be cut gether. down to proportions that could be handled profitably? It became evident that for a short term a library of fewer volumes must pay better than a larger one. The "law of diminishing returns" seemed indicated. Also a wide variety, made for records and accounting which swallowed up profitsif any. A bit of analysis showed that it was the transient business that was making the trouble and led to the conclusion that the short term borrower must somehow be eliminated. Following a case or two through will illustrate the point.

A delightful gentleman comes in and looks over the library. We explain our "terms," explaining why we ask a deposit. He is a business man and sees the point easily, puts down his dollar cheerfully, asks for a receipt-accepts our refusal of it graciously—(he sees that point too—that his possession of one of our books is in itself his receipt). We then tell him all we know about some five to ten titles and he chooses one. We make out a card, and record the book he has taken. No, we explain, we do not take the rental in advance. Of course! He laughs heartily when he realizes that naturally we couldn't, not knowing how many days he would keep the book! He turns to gowe are putting the card into letter S. But wait! The delightful person has just discovered that he has already sat up half

the night over this particular murder. Do we mind? Of course not. We scratch out "The Murder at B." and he selects "Murder in C." and finally departs. Meantime customers with ten and twenty dollar bills crying out to be spent, have been waiting. We turn to them as in-

gratiatingly as possible.

Oh! And eke, A-ha! The d.g. is back again. He thinks his wife may come and take a book, too. "Glad to see her," we fling at him between change makings. After luncheon she comes. She supposes, of course, she can take another book on the same dollar? And why four cents a day? They charge only three at home. (We don't say out loud how much we wish she had stayed there!) At length she pays her dollar; same explanation about the receipt; same business of finding out she has read the book; fresh angle in her wonderment as to why we have none of the new books; our explanation that we have all the new books, pointing out thirteen of them with one hand whilst trying to wait upon real customers with the other. We also put forward the idea that all the books can't be in all the time. and the lady quite reasonably agrees to that.

In two days they are back, pay eight cents each into our coffers, collect the two dollars, and with bows and salaams, good wishes and hopes of meeting again, they depart. Withdrawal of deposit has to be recorded,—the sixteen cents counted in the cash, etc., etc., ad lib. Multiply this by any number you wish, and you will begin to wonder if there should not be a special Bedlam for booklenders!

Even the season-long, year-after-year regulars become a menace to accounting, for they rush in, slap down a book and a handful of loose change, seize another book and rush off, while the shopkeeper has her back turned, tying a perky bow on a gift package. Whose money is that? Did someone leave the book that sprawls across our cash record? What did she take?

Frequently the number of days has been incorrectly guessed. As often it transpires that the handful of loose change discovered under the blotter, assays at nineteen cents instead of twenty. (We keep an ancient pink purse full of pennies charged eekly

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up to Petty Cash, from which to supply these almost daily deficiencies!)

Like a naughty but adorable child, the Lending Library is the most popular feature of our shop, and the most trying. It enables our friends and acquaintances to make us charming calls—but what of the day of reckoning? Can there be a way out?

Again we draw a sort of trial balance, and find that the three hundred odd transients whose cards were in our files one season, had actually paid in less money than the hundred odd regulars, some of whom took two and three books at a time. The fact seemed somehow significant. But of what?

Came the time when one sat down and cudgelled the so-called brain for a system that would furnish the expected rental service to a fairly permanent clientele, and eliminate the oftimes charming but dubious ships that drifted across our bows, leaving no profitable trace. Praise be! a solution presented itself, and announcement was made before the opening of the next season of the Season Book Club. A more or less complicated membership and rental plan suggested by a circulating library in a foreign resort gave the hint that we simplified to the present arrangement in which membership covers everything, with no restrictions and no penalties and a minimum of clerical work. The system which was hailed with delight by everyone and has stood the test of two years and fits our particular needs, is as follows:

The charge for our Season Book Club is \$3.00 for the season—June 15th to Sept. 15th—or \$2.00 for a single month. There are no daily charges, no returns; no counting of days, no time limit; no over dues, a minimum of records; and no messing up of the daily cash. We make a card, recording name and address of borrower, amount paid, and dates and titles of books as taken. We do not keep individual records of the The information furnished by the individual book card in large libraries we get in a much easier way, possible only because the library is a small one. A certain top shelf is the repository of the returning books each day, from which if they are not taken out again that day they are shifted to a bottom shelf. A book which lingers too long in that lowest row may

be considered an error of judgment in selection, and passed on to the bargain bin. Payment of the fee is nominally in advance, but charge customers may have it put on their bill. There is no time limit; "one book at a time and change it as often as you like" soon became a slogan that made a great hit, though we always add that we hope the newest books will not be kept over a week. Only a few times has any book been kept long enough to create comment or inconvenience. In one such case another copy was added to supply demand, in another—that of a young boy who continually "forgot," a reminder to Mother cleared the situation. The membership being smaller, we need fewer books and can house the necessary number quite decently. There is not the constant repetition of the preliminary spade work that had to be done over and over with the transient borrowers. Once the member has learned the ropes, he knows the kind of book we stock most largely, he spots from five to ten books he wants to read sometime during the season, and comes each time with a title or two in mind to look

There has been nothing but praise for the Season Book Club, and to date no one has mentioned the fact that the rental is really a bit higher than with the former system. "Is that all I have to do? What a relief." Put down one book and take another is all there is to it. The counting out of pennies or waiting for change, the occasional surprise that one had kept the book so long that rental exceeded the price of the book—all are gone!

Another delightful aspect of the book club idea is that in early season or late, the shopkeeper can extend unusual privileges that are heartily appreciated. Two books instead of one over the week-end, or both books when the member is doubtful which he wants on a rainy day, proves a feasible generosity before the membership gets too large and frequently wins as enthusiastic thanks as might a gift of rubies and diamonds! If the subscriber for a month is staying three days longer, we can afford to be generous, and make his last days on our island happy with a book.

As to the accounting for the Book Club it is simplicity itself and does not befog the cash. Membership receipts are

entered in a double column separate from Books are charged up against receipts at full retail price, which means that "overhead" is taken care of, as in any sale, and a resulting birdseye view tells just what profit accrues from this department. And when all is said and done, the profit is actually a bit more than by the original plan, and would be double or treble if one could correctly charge up time and trouble. And what happens when the transients come seeking book rental? These pleasant visitors do not seem to hold it against us when regretfully we tell them that we have nothing for the short term sojourner, but offer the mollifier that there are reprints, the "little books," Modern, Borzoi, Everyman's, Travellers' Library and the rest, and that we keep a row of library discards and shelf worn fiction titles at twenty-five and fifty cents. Often they buy, and always we recommend the other lending libraries of our town—for each year one or two are born and about as many pass out, whilst there is one well grown and hardy perennial that travels twice a year from northern to southern resort and return.

It will probably be asked if the clientele of the more restricted Season Book Club differs from that of the typical general Lending Library. I cannot see that there is any appreciable difference between the Season Book Club and our Lending Library of yesteryear in that respect. Though perhaps our season subscribers are a slightly more homogeneous lot, without the two or three day trippers. As each shop will differ in all departments from every other according to locality and to prevailing occupation of its customers, so lending library patrons will differ.

The Little Book House draws most largely upon the best of the so-called leisure class—the busiest of people usually men in big business or the professions, with a sprinkling of the workers in the arts. college professors, the clergy, teachers, librarians, students and their belongings, male, female, young and old. We have, as does any library, those who want the most advanced in form and thought; others so reactionary that we must supply their needs from past years, men and women who want only to be amused, others who require mental stimulation from even their The Book Club most casual reading. shelves must yield upon demand the "good clean story," the problem novel, the "mystery yarn," "something peppy"—or any one of a dozen other kinds.

To be continued

The Week-End Book Service, Inc.

Ken McCormick

of the Doubleday, Doran Bookshops, Inc.

BOOKSHOP based on the principle that books must be taken to the customer if he does not come to you, can not but be of interest to those who find their shops deserted these days. Follow the example of the Week-End Book Service Inc., at 959 Madison Avenue, New York City, and make your shop pay whether anyone visits it or not. A thriving rental library service and retail booktrade is carried on by this shop whose customers read ten times as many books as they make trips to the bookshop.

The proprietors, three young women, have built up their business among people

who are seldom at home. To do so, they have capitalized one feature of each department of their business. A mail rental library, and a weekly (or monthly) bookselection service have been their main points of emphasis to keep their traveling public in touch with the shop.

Miss McKelvey, originator of the business, when she found no position waiting for her upon graduating from Bryn Mawr in 1928, created one. She rented an office and printed lists of books that she hoped would interest her friends. Her entire service was conducted by mail and assumed profitable proportions by the first Christ-

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The shop is down a step or two from the street level. It is long, roomy and comfortable



mas after her early fall opening. It was at this time that she began to look around her for a helper and chanced upon Caroline Schauffler, Smith College, 1928. Miss Schauffler had majored in English and had taken a real interest in finance. She took charge of the accounts and has kept them in a state of enviable order.

It was not until the fall of 1929, two weeks before the crash that they signed a lease for their shop, however. That the shop is still in existence, doing a good business, is testimony to the effort that has gone into overcoming the set-back they received. Caroline Smith, the third young lady, entered the partnership soon after. Also of Bryn Mawr, of Miss McKelvey's

year, she suggested that they incorporate and sell stock: a unique feature in a shop that does not maintain a chain of stores.

The shop is down a comfortable step or two from the street level. It is long and roomy and light. Leisure is spelled by every chair and bench; shelves are casually placed, not crowded together; tables are inviting, not in the way; there is no stuffing, no piling. Customers have appreciated that the shop is not cluttered. As one comes in from the street, as soon as one steps on the landing, the shop invites.

With such an attractive shop it seems almost a paradox that the business should be, to so great an extent, mail order. The mail rental library has been peculiarly

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An example (greatly abbreviated) of the long book news sheets sent out by this shop to a mailing list of 700 names. Printed on colored paper, these notes are informal and sprightly

successful. This service is subscribed for in the early spring, and allows the customer from one to four books a week over The rental amounts a period of months. to one dollar and fifty cents a month for a book a week; three dollars for two books per week; and so forth. Choices are made by the customers in some cases, but for the most part the proprietors are sufficiently well acquainted with the tastes of their clientele to choose for them. The books are sent in cartons, which may be used in return. As the postage is the same each way, the customer need not go to the post office to return the book—an important feature in a business conducted among a leisure class who find ordinary tasks irk-Often enough the customer buys the library copy sent him, or in returning it, asks that a new copy be sent and charged to his account. The mail rental library service is one that may be sold the year round, for when the customer is not vacationing at northern beaches, he may be at southern. This phase of the business is conducted from the office which is the back quarter of the shop, divided from the shop by low bookcases which provide for it just enough privacy.

The main feature of the local rental library is a special week-end rate of ten cents for any book. The main advantage

of this plan is that books which have had their first, popular reading are taken out at the reduced week-end rate by people who have missed them before. It adds to total earnings of all books and particularly is an asset because it tends to put all the library books out over the week-end; off the shelves on the one day the shop is not open. As well, many people over-estimate their reading speed and once interested in a book, pay the fine for keeping it into the midweek.

The rental book business of this shop is also carried on in a unique fashion. Customers who are going away for a period of time subscribe to a service which gives them one new book a week, or month. The books are the selections of the proprietors. Knowledge of the customers, of the book clubs they patronize, of their general interest, makes it possible for them to be peculiarly successful in their choices. Book notices written in the shop itself are sent out once in three weeks. This helps to acquaint the subscribers with the stock of books from which their particular book will be selected. Earlier books of authors in the present-day limelight are also reviewed, with reprint prices quoted. These are written in a chatty, intimate tone reminding the customers, wherever they are, of the charm of the shop itself. This service is perhaps more valuable for holding the customer than for actual profit effects.

By keeping closely in touch with the customers and dating their visits to the shop, it is possible for the proprietors to check up on those who are not buying regularly. To these are sent cards recommending books of the day. About one sale to five cards sent, is their present average. These selections are made with the same care that is used in satisfying the mail rental library and weekly book selection customers.

One business move of late typifies the policy of the shop. In following out their plan to go to the customer if he does not come to them, the shop presented a book display at the Rockland County Garden Show, thereby introducing themselves to a group of potential customers and as well, reminding lax customers, that the Week-End Book Service, Inc., was still very much alive and doing business.

In and Out of the Corner Office



Ray Long takes up his duties at Ray Long & Richard R. Smith, Inc.

TILLIAM CORRIGAN, sales manager for Morrow, returned I last week from a trip into New England. Mr. Corrigan went by motor and was thus able to get around to many shops in Vermont, Massachusetts, New Hampshire and Connecticut which he had never before been able to visit, for, as everybody knows, the railway system in New England is a pretty bad thing Mr. Corrigan reports that he was agreeably surprised to find so many well-stocked, lively and well-informed bookstores throughout this territory. People in small New England towns still seem to be interested in buying books. But even here, says Mr. Corrigan, the unknown author has very little chance this year. The salesman's hardest job is to put over the first novel. Circulating libraries abound everywhere. Mr. Corrigan was surprised to have one circulating library operator tell him that they had had enough of detective stories for a while. What they wanted was romance and westerns. One of Mr. Corrigan's most interesting calls was in Rutland, Vt., where he looked in on the rather amazing old and rare book business of Charles Tuttle. It is Mr. Corrigan's belief that

business is better outside of New York City than it is in. He plans to visit the smaller New England towns by motor again next year. He thinks it's a remunerative idea, but says that he's not responsible for it. Whitney Darrow, of Scribner's, put him up to it. Darrow spends about eight weeks each year going about New England in a car, selling the smaller accounts as well as the larger ones in key cities.

As their publishing offices get settled on a new and larger floor in the same building at 12 East 41st Street the young firm of Richard R. Smith takes on the longer name of Ray Long and Richard R. Smith, Mr. Long, as was announced three months ago, has given up his famous editorial desk at the Hearst organization and moves into the book publishing field and from now on takes a full partnership interest in the new field. Mr. Long has earlier been a stock holder in the Smith business, and now intends to give his full time to The first volume with the new books. imprint will be a novel entitled "The Cabin in the Cotton" by Harry Harrison Kroll, a romance of the South. Mr. Long intends to try to equal his record as a magazine editor for discovering new writers, and the first book bearing his own imprint he considers a real find. 38 38 38

John F. Sengstack, until recently the General Manager of the Theodore Presser Company, and Dr. Preston Ware Orem, for many years Publication Manager of the same Company, have left that organization to join the Clayton F. Summy Company of Chicago.

Miss Jean Lichty, Assistant to the Manager of the Educational Department, Oxford University Press, for her valuable editorial services at the Citizens' Military Training Camp, Fort Hancock, Sandy Hook was commissioned recently First Lieutenant (honorary) in the 615th Coast Artillery Regiment, Reserves.

D. Macphail, formerly with the Harvard Cooperative Bookstore is now at W. A. Butterfield's, Bromfield Street, Boston, Mass.

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THE Dublishers' Weekly.

The American BOOK TRADE JOURNAL

Founded by F. Leypoldt

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September 26, 1931

IHOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

The Pound Sterling

VER the weekend of September 20th came the startling announcement that the English Government had decided that it could no longer support the pound sterling at its usual level, and Monday morning the exchange value of the pound in American currency broke to low lovels, as low at \$3.70 and settling around \$4.20.

This announcement brings to an end the heroic and splendid struggle of the English people and English business carried on over six years to establish the post-war pound at its old level, in spite of the necessary inflation of war borrowing. France had allowed her franc to sink to one-fifth of its old level, the old mark disappeared altogether and was replaced by the reichmark, but England, the greatest of creditor nations with her international standing in world trade to consider, bonded her entire indebtedness, pegged the pound sterling, and started off under heavy taxation to make the promise good.

Such equalization in international exchange has to be sustained either by gold transfer, by balance of exports over imports, or by borrowing. As England

imports most of her food stuff and raw material, the creating of an export balance increasingly difficult especially became when the great markets of India, and within the last two years of Australia, fell far below the old level. Borrowing capacity was strained, and finally the Government has ceased in its efforts to hold the pound artificially, and will now, without giving up the gold basis, let it find its own level, governed by the general international situation. Some think that it may settle around \$4 in American exchange. The Basle authorities in the World Bank estimated that the real value of the pound might not be known for a week or a fortnight.

Of course, this depreciation affects reparations and debts, makes it easier for Continental Europe to pay Britain and harder for Britain to pay America, and most authorities think this means a neces-

sary revision of reparations.

In the meantime, Canada has been affected, and, although it will not withdraw the support of gold for its money, at the present writing the Canadian dollar is being exchanged at the rate of ninety-three cents.

These two situations mean that American publishers can settle at a lower dollar cost their indebtedness to England, and it may be that for some time there will be a fluctuating rate of settlement which may make a considerable difference in the basis of this exchange.

At the same time, however, it makes it more difficult to sell to Canada, as the new situation encourages Canadian imports from England and discourages those from

the United States.

The American business man has long been conscious of the difficulties of England and its heavy taxation and decreasing exports, and will pay tribute to the qualities of a nation that makes so determined a fight for its place in the world's business. That unconquerable difficulties have defeated its efforts to hold up the pound sterling in the time of world depression is a tragic circumstance, but it is to be hoped that the prophecy of bankers, that the devaluation of the pound to its real international value will be a stimulus to England's business, may come true.

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The Big Business of Bridge

OOKSTORES have been receiving this week "The Official System of Contract Bridge," announced "with a great fanfare of trumpets." The lining paper shows the photographs of the sixteen experts who have joined to try to make contract bridge crystal clear to the It must be admitted by average mind. all of these experts that the maverick Ely Culbertson has done much to popularize their own volume, because it is Mr. Culbertson who, disagreeing with the official system, has produced so much of the strenuous debate on contract methods that has filled the press. It seems almost certain that every contract fan will have to buy at least two books to make sure he understands what the disturbance is all about.

Even as the official book is launched on the book counters with its bright yellow cover and blue band comes a radio message from Mr. Culbertson, seasick on board the Mauretania. He roused himself long enough to take another fling at the sixteen experts and "other much dimmer lights of bridge" and to offer them some advice as to their system, a system which he says ought to be embodied by the Soviet Government in their Five Year Plan and thus help out the world depression.

The book trade does not care so much about systems, but it is enjoying the steady procession of curious people who are coming in for books on contract.

Backing Up the Washington Celebration

As the year of 1932 approaches there is increasing evidence of how widespread will be the observance of the two hundredth anniversary of the birth of George Washington. The period for the observances has been set by the National Committee as beginning February 22nd and lasting until Thanksgiving Day, November 24th. The celebration, which has been sponsored by the government, is in charge of a Bicentennial Commission, with President Hoover as chairman, and the observance will not be local to any one place but will be nation-wide.

As time will be required for the preparation of programs for the celebration of this

anniversary, local committees should soon be active, and booksellers and librarians should be prompt in extending their cooperation. Many of the best books on Washington are being made available in the popular priced editions, and displays of these both in February and throughout the year, will help to extend the real value of this observance by putting into the hands of everybody the best biographical material. For the help of committees and schools, material can be ordered from the George Washington Bicentennial Commission at Washington. Orders for school material may be sent there at any time. A special pamphlet called "George Washington Year By Year" has been edited by Dr. Albert Bushnell Hart, and is also obtainable, free The Definitive Edition of of charge. Washington's Works, which is to be a feature of the government's backing of the anniversary, is to be ready during the year, although the price of this set has not yet been fixed, owing to the fact that the government decided that it should be sold at cost price, and the cost cannot be settled until the book is further along. It is expected, however, that Congress may solve this difficulty of the Superintendent of Documents shortly.

The N. A. B. P. at Work

As the fall season gets under way and the publishers are back at their desks, the numerous committees of the publishers' association are meeting frequently and the reports and bulletins show many signs of the result of this work. The booktrade is fortunate that so many of its members are continuously giving their time and wisdom in the many ways demanded of them.

The Executive Committee, on which falls the chief responsibility and to which the Cheney report will be submitted next week, is a strong group to supply trade guidance: Edward S. Mills, President of Longmans, Green & Company, Harry Gould, President of the American News Company, Alfred Harcourt, President of Harcourt, Brace & Company, Martin M. Foss, President of McGraw-Hill Book Company, and Richard L. Simon, President of Simon & Schuster, Inc

Among the new committees arranged by President Mills in the reorganization of

the work last January was the Promotion Committee with Daniel Longwell of Doubleday as Chairman, the work of trade stimulation being divided with the Committee on Bookstore Service, with Howard Lewis of Dodd, Mead & Company as The former Committee has Chairman. given consideration in the past to the problem of bookstore catalogs, lists of reviewers, and the sending of monthly reports to members of the Association. We hear rumors that this Committee has some very special plans for Christmas promotion which it will announce later. The Bookstore Service Committee puts its time in on the problem of practical advice to prospective dealers, giving aid to those who have a good opening and sufficient capital and discouraging those who apparently have not a sufficiently well-planned program, and weekly reports valuable to sales managers are sent out.

Perhaps the most significant development of the year has been the Joint Board of Publishers and Booksellers, five of each, whose recent report on the reprint situation was well received by all the trade. It is now studying the difficult problem of remainders.

The Legislative Committee, with John W. Hiltman as Chairman, is conducting its work on postal matters, and the Copyright Committee, with Frederick A. Stokes as Chairman, must again prepare to give its help toward the passage of a modern copyright bill when Congress opens, a rather difficult piece of legislation to get passed in a confused legislative year such as we are facing.

Among the other Committees actively at work are the Committee on Publishing Service, with H. L. Parker of Longmans, Green & Company, Chairman, Committee on Research and Statistics, W. W. Norton, Chairman, Committee on Foreign Markets, William B. Hadley of Funk & Wagnalls, Chairman, and the Sub-Committees on Promotion, one on children's books, one on library and school contacts, one on publicity.

A Creative Artist

Josiah Titzell

A Highly Immoral Tale in Which a Young Man Writes Jacket Copy for a Serious Novel

S PIKE CRAWFORD was writing the jacket blurb for "Three Behind a Cloud."

He read over his scribbled copy.

"'Three Behind a Cloud,' is the story of Frank and Doris, brother and sister, and Beatrice, their best friend. It begins in a mill-town of West Virginia where these three are allied by a sensitivity and appreciation which is rare among the mill-Their courageous pursuit of beauty makes them outcasts. But there are three of them and together they can withstand the bitter rejection of the community. They spend their hours out of the mill in picnics listening to Frank read aloud or Doris play the violin. They pool their savings and buy an old Ford and start out for New York, outwardly gay and excited, inwardly frightened, uncertain.

"Though Doris knows that Beatrice is her friend she grows jealous of her brother's devotion to Beatrice and poisons the relationship of Frank and Beatrice until they turn from each other and the trio disbands. Frank contributes a verse each day to the Minton Syndicate. His series is headed: 'Verses From a Mill-Worker,' and contains far more facile philosophy than poetry. Doris accepts a job in the orchestra of a Broadway movie palace. Beatrice, after an apprenticeship gains, through the attentions of a dress-designer, a place as a model in a smart dress shop.

"It is Doris who, having separated them, brings them together again. She has realized through a flowery romance with the cellist in the orchestra of what she is depriving Frank. So once again they join hands in the evening to hear Frank read aloud or to listen to Doris's violin, now

accompanied by the cellist's deep rhythms. Three's a crowd, but four makes two

couples.

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"The book is sympathetically done. The tone is sombre as befits its theme. Even the picnics on the Virginia hills are under the cloud of the smoke from the mills. Yet the author's irony saves the book from tragedy. Miss Jones's book has the power of the stories of T. F. Powys, yet it is as thoroughly American as Glenway Wescott."

Crawford dropped his cigarette to the floor and lit another. Not bad notes considering that he had done them at 3:30 when he was half-asleep, too tired for his mind to work. He could weed out, condense. He must convey that dark sense of futility, that unrecognized frustration. If he could only get Wescott to write the jacket.

He picked up from his desk a memo from

the Manufacturing Department.

To Crawford from Manufacturing

Dep't:

Must have copy for "Three Behind a Cloud" jacket by noon. Press holding bound books. Must have description of book for back of jacket, biographical matter for front flap and list of recent publications for back flap.

The only book on the spring list that had a definite date was a five-volume history of the origins of ceramics in Ancient China. He couldn't stick that on the back flap of the jacket for a novel. He would have to use once more a list of novels the house had published during the fall.

Biographical matter for the front flap?

He rummaged in the wire basket.

To Crawford from the Publicity

Dep't.

Spike: This Angela Jones, author of "Three Behind a Cloud," has no biography! Born in Paris, N. Y., April 1st (believe it or not) 1885. Education in little red school-house and State Teachers Normal College. (Nothing abnormal about Angela.) Won post in Rome, N. Y., teaching 1-4 grades. Learned of West Virginia mills on vacation excursion trip to visit cousin who lived 10 miles from outskirts of Virginia mill districts.

Still teaches school. Favorite authors Ella Wheeler Wilcox and Richard Halliburton (seriously). Don't bother to look in who's who. Better leave biographical flap blank.

He couldn't leave the flap blank. He picked up his pencil. "Angela Jones," he wrote, "was born in Paris and received her education there. She disapproves of tutors and private schooling and feels that the normal education of a country is sufficient to the demands thereof. When her friends were first tasting the superficial joys of debutante dances Miss Jones journeyed to Rome where, with a knowledge of the language, she undertook the teaching of English to the youngsters of that beautiful old city. Her knowledge of the West Virginia mill section is extensive, for she has spent much time there studying the lives and the aspirations of its workers. She reads poetry omniverously and is particularly interested in the literature of travel and adventure. Like Frank Harris, she feels that she can best understand the

Without any pangs of conscience Spike scribbled across the top of the page: "For

past through traveling and the future

the front flap."

through dreaming."

Now the chatter about the book itself. He had three other memoranda before him.

To Crawford from the Editorial

Dep't.

The title of "Three Behind a Cloud" has, at the suggestion of The Baylor News Company and The Advertising Agency, been changed to "Sin's Silver Lining."

Spike grabbed the telephone.

"Mr. Friddle please. . . . Hello, Friddle? On 'Three Behind a Cloud,' I don't think we can get away with 'Sin's Silver Lining.' There was a novel a month ago called 'Sinner's Cloaks Have Silver Linings.' How about 'Cloud of Passion'?"

Mr. Friddle was sorry to hear "Sin's Silver Lining" was out. "Cloud of Passion" was good, but it lacked color.

Spike without a thought suggested "Purple Clouds of Passion." He could hear Mr. Friddle whistle his delight. It was O.K. It was swell. It was hot and at the same time it was both literary and dignified. Spike turned back to his desk.

To Crawford from the Sales Dep't.

After some discussion with booksellers around town I think it's better if you omit all mention of mills and mill-workers, and avoid mentioning any drab struggles in New York. People are fed up on mill stuff, and times haven't been too good, so people want to hear about a little ermine and orchids. Nix on the realism. It's dead. Cram a little romance and riches on the jacket. That's a boy. How about lunch? Tony's at 12:30?

O'Brien, Sales Manager.

Spike looked at the remaining memorandum.

From the Sales Promotion Dep't to

Crawford.

Have got use of pip of a photograph of two cuties and a polo player under a beach parasol. Going to use on postcard for "Three in a Cloud." Get the idea? Try to make your copy tie up with it. Advertising Agency going to use it in big spread. Manufacturing Dep't refuses to substitute it for jacket design already bought and plated, but let us swing together. Sent galley proofs to Swinnerton and Walpole, Phelps and Morley for quotes. No answer yet.

It was exactly 10:20. At 11:30 he handed the completed jacket copy to Miss

Brown to type.

In fifteen minutes the head of the Manufacturing Department was reading the copy that had been delivered to his desk.

> Purple Clouds of Passion by Angela Jones

Moonlight in Virginia. Scent of roses and of wild honeysuckle. Frank. and Doris and Beatrice were caught in the old traditions, in the heavy shackles of the poverty that had robbed the land of its extravagant gaieties, its fantastic richness after the Civil War. They were young, and alive! And they fled.

They knew what they wanted. A tearing drive to New York along the moonlit road, the exciting escape of youth to freedom and the sound of

music and laughter.

But the younger generation is not all frivolity. The fountain of youth is

NOT for them entirely "gin and ver-And though Frank and mouth." Beatrice ruthlessly shut Doris out from their world it is Doris who denies her pride and rushes to them when their aeroplane crashes. She receives her reward, for the aeroplane has a pilot.

"Purple Clouds of Passion" has all the gaiety of "The Constant Nymph" with the happy injection of the more serious side of life which we all have

to face.

"Like nothing I have read this year."-Frank Swinnerton.

"Restores our faith in the woman novelist."—Hugh Walpole.

"She writes like an angel."-William Lyon Phelps.

... a brilliant first novel..."-Christopher Morley.

Martley got Crawford on the telephone. "I can't seem to remember anything about an aeroplane in the book."

"Oh that," said Spike, "that's merely speaking figuratively, symbolic of their

soaring hopes."

When Miss Jones saw the jacket on her book she took the train to New York. Her pride in having had a book accepted was as great as it had been, but there was room now for an indignant bewilderment at the jacket.

Crawford had to break his date and take

her to lunch.

"You see the whole trouble is," Miss Jones explained to him at the finish of lunch, "the whole trouble is you people in a publishing house don't understand the author and what he is trying to do. There's a great deal of difference between describing a book and writing one. I think you should realize that you are not...not you personally, but anyone who writes about a book . . . you are not a creative artist."

Three months later the Mammoth Motion Picture Corporation bought "Purple Clouds of Passion," paying \$10,000 for it. The gain was Miss Jones's. She was the creative artist. But the picture when it appeared was Hollywood's elaborated graphic presentation of the story as it might be understood from Spike's jacket, with three reels devoted to the aeroplane incident. In no single detail did it follow the story as

told in the book.

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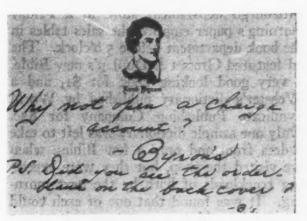
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Sales Notes

HE Bookshop for Boys and Girls, in Boston, has interesting plans for Book Week. Carrying out the Round the World theme, Miss Mahony has announced an International Book Exhibit which will start on tour October 1st. The collection will consist of 100 books of child life in other countries and will be accompanied by special booklists for distribution. There will be a Poster-Booklist, Boys and Girls Around the World, including over 100 book titles arranged in age groups. The list will be printed on colored paper, heavy enough for use as a poster on bulletin boards in connection with the exhibit. The Bookshop allows schools, libraries, and clubs to borrow the exhibit for one or two weeks, and they may solicit orders. The charge is \$5 a week, with this fee refunded on book orders amounting to \$50 and over;—a 10 or 15 per cent discount is allowed on all book orders. A fascinating collection of foreign picture books, showing the work of some of the best German and French illustrators, has been touring the country since the first of the year, and will also fit into the Round the World scheme for Book Week. exhibits are shipped express collect from place to place on the circuit, the last place returning it to the Bookshop express col-In addition to this International Book Exhibit, the Bookshop plans to loan a limited number of other book exhibits during Book Week. A collection of 50 books, a recommended standard selection for the home library, and another exhibit of 25 picked books of the fall, will be available. Each will be a completely planned Book Week display with special boxes, poster, etc. The cost of the first exhibit will be \$10 or an order amounting to \$60, approximately one-half of the total price of the exhibit; for the other, the charge is \$5 or a \$30 order. Ten per cent discount will be allowed on the sale. The borrower must pay the transportation costs.

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"Do Your Children Ask Questions?"
A banner bearing this self-answering query



A clever and effective way of imprinting The Book Review. Bryon's, Inc., Detroit, puts this black on silver stamp at the bottom of the front cover

was made the core of a recent effective window display in the Judson Press Bookshop in Boston of such staple items as dictionaries, encyclopaedias, atlases, maps and history charts. The idea that each of these could be had in styles to fit all occasions and purses was also graphically built into the exhibit.

36 36

Betsy Buttles says that hotels in recognized vacation regions are an important outlet for lending libraries. Taking literally the name, "Box O' Books," of her winter shop in the Hub Club, Boston, Miss Buttles spent the summer covering a large string of hotels in and around Middlebury, Vermont. She made her headquarters here because at this point the main highway between New England and Montreal is crossed by the most direct route between the White Mountains and the Champlain, Lake George district. Miss Buttles' plan was to leave at each hotel a box of books, the packing case being specially designed to serve as an attractive display shelf. For a percentage of the daily rental each hotel took care of its own clerical detail. Miss Buttles travels about exchanging the books to keep the units varied. "The libraries," says Miss Buttles, "were actively patronized both by overnight motorists making extended trips and regular vacationists who had settled in one

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place for the full time at their disposal. Many of the former used two or more of the units."

36 36

A very striking ad designed by a large Pittsburgh department store in a Friday morning's paper emptied the sales tables in the book department before 5 o'clock. The ad featured Grosset & Dunlap's new Bible, a very good looking book for \$1, and a Webster's dictionary published by World Syndicate Publishing Company for 85c. Only one sample dictionary was left to take orders from and only a few Bibles, when we visited the shop, but they were expecting truckloads of both by the next morning. It was found that one of each could usually be sold to a customer. It was a good stunt to get people into the book department. In this book department are two bulletin boards-black with white removable letters listing advance books, and these have brought excellent results in getting advance orders.

36 36

Doubleday, Doran and the Museum of Natural History collaborated to make the unusual nature window at Lord & Taylor's recently. Books displayed were new editions of four old standards, "The Butterfly Book," "The Tree Book," "The Frog Book," and "The Reptile Book." Several popular bird books were also included in the window with specimens of native birds, butterflies, shells and reptiles from the Museum collection. The window did not sell very many of the books displayed, as a matter of fact, but did sell a good many very expensive and hard to sell nature books which the shop had in stock.

JE JE

Marshall Field's book department is said to do more business on a rainy day than on a clear one. When it pours and is pretty nasty outside, Mrs. Burns-Hahner drags her many clerks away from reading the *Publishers' Weekly* and puts them at telephones where they spend the morning calling up lady customers, presumably to condole about the weather. In the course of this feminine conversation the clerk gets in a casual, "By the way, did you know that Whoosis's last novel is just out? The



The Lord & Taylor Bookshop's nature book window

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11 o'clock wagon goes out shortly. Would you like me to send you over a copy? It's very good, etc., etc." And it rains. And hundreds of books go out on the 11 o'clock wagon.

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We've always been interested in illuminated window signs. We've seen several kinds, but most of them have always seemed too expensive to be practical. Byron's, Inc., in Detroit's magnificent new Fisher Building, we found what ought to be the answer to this particular prayer. This sign is an illuminated mirror, set in a narrow frame, about three feet long and about two feet high. You simply write on it in chalk whatever you've a mind to write, erase, and write again. It's made by the Adograph Company in Chicago and costs only \$10. Simple, handy in size, and certainly effective, J. B. Senie, manager of Byron's, says of it, "Every bookseller ought to have one."

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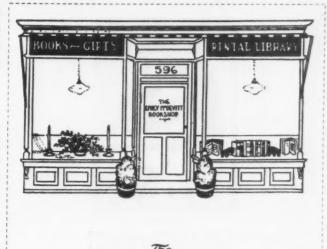
Byron's has found that advertising a New Yorker Package Service in local magazines draws. This service consists of sending books and magazines to New York-going trains. This goes over big with Detroit business men who are in the habit of going back and forth between the two cities.

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The Dartmouth Bookstall in Boston stressing the fascinations of book collecting as a hobby for children, has a special table devoted to this subject alone. A large show card carries the legend: "For the Young Collector." From time to time books about collecting as well as fine items from the classics and famous children's books can be included in the display. Small typewritten cards explain the various points.

JE JE

Moving across the street to new and larger quarters, Emily McDevitt's Bookstore in Upper Montclair, N. J., has taken the opportunity to give the interior of the store a new and still more charming atmosphere, and already business is responding to the change and sales are ahead of last year. The shelves of the shop are painted very effectively in dark green and black. Each different case or display



EMILY McDEVITT BOOK SHOP

The jackets of the circulating library books advertise Emily McDevitt's new shop

counter is designed especially for its purpose except in certain places where old colonial tables of interesting design have been adopted. The McDevitt shop takes especial pains with its wrapping for gift packages, and has on its paper for doing up books a colorful black and yellow book design supplied by the Julius Beckhard Paper Company, and to go with this there is a black twine for the regular package.

JE 36

The last eight weeks John Kidd of Stewart Kidd, Cincinnati, has been broadcasting book reviews over WLW every Friday morning at 9:30. The shop has been receiving a number of queries about books and hopes that eventually it will prove a real selling medium. The radio stations will not mention the firm's name but they do mention Mr. Kidd by name, so that the store is getting a valuable hookup which doesn't cost a sou.

36 38

This summer Clapp's Book Shop in Albany, N. Y., experimented to advantage with lists of selected books, sent out through the mail. The main object in view was to weed out inactive stock. One brochure 8 pages long (8½" by 10¾") was prepared. The first page (lefthand) was headed "Children's Books Recommended," and the following ones: "Some New \$2. and \$3. Novels Now Offered at One Dollar Each While They Last—For



BOKS!BOKS!

"A BLESSED COMPANION IS A BOOK — A BOOK THAT, FITLY CHOSEN IS A LIFE LONG FRIEND"

a book store of helpfulness

BOOK STORE

Bookmark used by one suburban shop to advertise the shop rather than any specific books

Summer Reading" (2 pages) "The Latest and Best Biographies" (2 pages); "The American Scene," "Art and Architecture," "Antiques," "Music," "The Theatre" and "Life Savers for Parents on Hot Days" (the remaining 2 pages). This brochure was printed in two editions, each with a different cover. One edition was for the retail buyer; the other for libraries. And the whole idea was an inspired economy. The cover for the retail edition was labelled "Clapp's Summer Service Check List of Selected Books"; the other, "Clapp's Library Service Stock Check List." On the retail edition cover appeared

a name and address form with the note, "Check Squares for books wanted, fill in Name and Address and how you wish books sent, returning this Pamphlet. Other Pamphlets will be forwarded on request." On the library edition cover appeared the note, "Retail prices are given and are subject to the usual library discount. Check in squares, books wanted, give full address and name of librarian or persons placing order, and return in enclosed envelope. Write us your immediate requirements." Space for name of library and Space for name of library and name of librarian was provided on the last page of this edition. From the library edition the Book Shop drew \$500 worth of business. Books were listed under author. Below is a sample listing from the marked-down section of two and three dollar novels.

Albert Nash, who, with his sister, runs the Erie Book Store in Erie, Pa., says he dug a hole under the store when the first floor became too small for the business. While the store has a very active circulating library, it does not otherwise specialize in current literature, but Mr. Nash has built up an extremely good first edition business of his own interest in this field. The basement sales from, which is reached by a short flight of steps at the back of the store, is a large square room whose wall shelves contain a large stock of second-hand volumes. On most of the tables are displayed bargain books. Mr. Nash sells fiction, eight for a dollar, and finds this a drawing card with the rural people on their shopping trips in town. But in one corner of his basement sales room is a shelf of worthwhile first editions—a lure for new names on the store's mailing lists, as Mr. Nash sells most of his first editions by mail. He sold 36 copies of "Shadows on the Rock" by this method. signs in the store above and in the window direct customers below stairs for used At Christmas time the subterranean section of the shop provides an excellent sales room for Christmas cards.

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Customers' Choice



A. A. Milne's novel, "Two People" (Dutton), is out October 9th. It will be published without a blurb

HE much publicized "bridge war" between Ely Culbertson and the Sidney Lenz crowd comes to a head Winston's publication of "The Official System of Contract Bridge." "Culbertson's Summary" has been the undisputed bridge book best seller during the summer, but indications in New York City point to the rapid rise of "The Official System." Putnam's Bookstore has had a big window display of the two books this week, setting one off against the other, and Mr. McGall reports that "The Official System" is now preferred. He attributes its selling activity both to the "bridge war" publicity and to the fact that it is the last word in contract systems.

In Waterbury, Conn., however, "Culbertson's Summary" remains supreme. Carl H. Nye, of Davis & Nye, tells us that "it runs ahead of our supply."

Davis & Nye's most-in-demand fiction titles are "Shadows on the Rock" and "White Bird Flying," though "The Good Earth" and "The Story of San Michele"

are still best sellers. Says Mr. Nye, "'Mexico' has been received with much interest, possibly placing it as the outstanding book of the fall." Sales in Davis & Nye's juvenile department have run ahead of other seasons and beyond the shop's expectations.

Joseph C. Lincoln's "All Alongshore" seems to have become the leader in best selling omnibus books. At A. S. Burbank's, Pilgrim Book and Art Shop, Plymouth, Mass., the fiction best seller is always the current Joseph C. Lincoln book.

O. Soglow's "Pretty Pictures" is generally the best selling book of humorous drawings in New York City. So far as we could determine, this is due not to the fact that maybe Mr. Soglow is better than Mr. Dunn of "Rejections" or Miss Hokinson of "So You're Going to Buy a Book," but that the price of \$2 holds a very definite fascination for most buyers these days.

Dorsey's "Man's Own Show-Civilization" is off to a good start in several New York shops. The Lord & Taylor bookshop gave it one whole window last week and found that people responded at once.

Ruth May, manager of the Doubleday shop in the Barclay Hotel, is selling many copies of "Thunder Below," the first novel for which Farrar & Rinehart predicted big things.

The Beacon Book Shop is confident of selling a goodly number of William Faulkner's collection of short stories, "These Thirteen" (Cape & Smith). Mr. Placht points out that it has a ready market as an item for collectors of modern firsts, and has the additional selling value of being issued in a trade edition of 1,921 copies only.

Black's volumes of classics (see Publishers' Weekly of August 29th, page 732)

which sell for the seductive price of \$1.98, are making a great impression on the book buying public in New York. The Doubleday, Doran bookshop in Nassau Street sold 170 copies out of the window in about a week. The Lord & Taylor Bookshop gave its most valuable display table to the Black books and reports that many people bought five and six copies at a time, presumably taking them home to tuck away until Christmas.

* *

Brentano's in Chicago reports as best sellers in the fiction class: Cather's "Shadows on the Rock"; Deeping's "Ten Commandments"; Raynolds' "Brothers in the West," and De La Roche's "Finch's Fortune." Despite a local heat wave, non-fiction holds its own with "The Washington Merry-Go-Round" and Dorsey's "Man's Own Show—Civilization" heading the list.

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Theodore Dreiser's suit against cinema producers and the current showing of the motion picture "An American Tragedy" will be two big drawing cards in the sale of Liveright's new dollar edition of the novel in Chicago. Many booksellers see it as the best-selling reprint of the fall, with many a movie fan as purchaser. The controversy over the cinema production attracted much attention and will undoubtedly be an important publicity factor.

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Charles T. Adams opened the fall lectures in Marshall Field's book room with a talk on contract bridge. Exhibited in connection with the lecture were Mr. Adams' books and "The Official System of Contract Bridge." Many Chicago booksellers look on this new anthology of expert opinion as a non-fiction leader in autumn and winter sales.

JE 36

Houghton Mifflin has ready for distribution 9 x 7 inch posters on Joseph Hergesheimer, Bernard Fay, Rafael Sabatini, Oliver La Farge and William Gibbs McAdoo. In addition there will be one on Margaret Ayer Barnes, author of "Westward Passage," which is to be published on December 8th.

JE 38

"New Yorkers would probably be surprised at the lofty taste of the people of Caldwell, N. J.," said Mr. Hasler, interviewed by us the other day. His best sellers, like "Father," "All Passion Spent" and "More Boners," give him half of his sales, he says he is never so happy as when one of his customers wants a book on old glassware or Chinese pottery. And these are by no means rare. When we asked him as to the effectiveness of the huge jigsaw puzzle in the window, he declared it was accomplishing wonders. "People come in to ask about the puzzle and stay to read and buy books," he said, waving a hand toward his attractive reading nook filled with easy chairs and lit from a sky light overhead.

JE 36

The Doubleday, Doran shop in the Grand Central Station recently had a whole window full of Soglow's "Pretty Pictures," interspersed with large cuts. Mr. Clark there says that the display influenced people to such an extent that many bought nothing but humorous books, one person often carrying out Cantor's "Yoo-hoo Prosperity," and Wodehouse's "If I Were You" along with "Pretty Pictures." This shop is doing splendidly with "The Colonel's Daughter."

JL JL

Mrs. Bennett and Miss Baxter, of the Community Book Shop in Scranton, Pa., have a standing joke, which has been atmost in danger of being overworked lately, when customers ask for "Shadows on the Rock" under so many names that are something like the real title. Customers' versions of book titles make a problem with which every bookseller has to contend. When a prospective buyer asks for a garbled title, the two proprietors of the Community Book Shop tell each other that the book's in "Tappan's Garret." This classic is derived from a lady who hurried in to the store once and asked for such a book. How Mrs. Bennett decided that the book was "Blair's Attic" is still a mystery. "Shadows on the Rock" and "A White Bird Flying" have been the best sellers in this store, and they expect "The Ten Commandments" and "Finch's Fortune" to sell well. This store makes a specialty of children's books and finds children's toys and game books a very profitable selling line along with them.

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Cosmopolitan Book Corporation Sold to Farrar & Rinehart

NE of the most important announcements of recent publishing history came from the offices of Farrar & Rinehart on Thursday, the purchase of the book publishing department of the Hearst interests, the "Cosmopolitan Book Corporation." The amount involved

is not revealed.

Farrar & Rinehart are making no change in their organization, of which Stanley M. Rinehart, Jr., is President, John Farrar, Vice President, and Frederick R. Rinehart, Secretary and Treasurer. The Board of Directors and those financially interested are close friends and long associates of the officers, including Ogden Nash, author of "Hard Lines," associate editor, and J. William Corrigan, formerly Sales Manager of Geo. H. Doran & Co. The firm of Farrar & Rinehart is young in personnel as well as in organization, Mr. Farrar being just thirty-five, Stanley Rinehart, thirtyfour, Frederick R. Rinehart, twenty-nine, and Ogden Nash twenty-seven. David Bramble, also of the old Doran staff, is in charge of publicity.

Mr Farrar came into publishing as Editor of the Bookman in 1920, preceded in the Doran office by Stanley Rinehart, Jr., son of Mary Roberts Rinehart in 1919. One has become the editorial head of the office, and the other the sales manager, and in similar capacities they were, for a time, part of the Doubleday, Doran combination at Garden City. Since they have set out for themselves, they have had every mark of being a happy combination of talent for making a successful publishing imprint, and, in spite of starting in difficult years, their progress has been rapid. Only this summer they moved across the street to larger quarters at 9 East 41st Street.

William Randolph Hearst entered book publishing in 1914, with the business in charge of J. L. Perkins, who came from Jordan, Marsh & Company, and James McCann, now of Coward-McCann. The firm name was Hearst International Li-

brary, Inc. One of the first enterprises of this firm in the book publishing field was the spectacular promotion of Buckle's "History of Civilization," which Arthur Brisbane was talking about so continuously This was folin his editorial columns. lowed by a very handsome Dickens known as "The National Edition." Five years later, in the spring of 1919, the business took a new turn, and Harold C. Kinsey, then Sales Manager for Doubleday, Page & Company, took charge. The new plans called for concentrated exploitation of a few popular authors, and the trade was full of rumors of huge contracts and authors being lifted from established places. This sales policy was finally centered on James Oliver Curwood and Peter B. Kyne, and with this background a profitable business in a few titles was developed, and gradually a few other types of books were added. In 1927 Mr. Hearst decided to expand his business further and brought into editorial association with Mr. Kinsey Joseph Anthony, well-known author, formerly associated with the Century Company and Harper. At this time books on biography, travel and a program of general literature were added to the list. Two years later still other plans were developed, and Sol Flaum came into editorial charge and was given backing for entering into contracts for the books and serial rights of outstanding best sellers. Contracts were made with Louis Bromfield, Fannie Hurst, Ruth Suckow and Anita Loos and others. After a trip abroad, Mr. Flaum came home with such names on his list as Erich Remarque, Collette, Boris Pilnyak.

A little later, in 1930, George H. Doran separated from Doubleday, Doran & Company and accepted the invitation to enter the Hearst organization in an editorial capacity, chiefly with the magazines, especially Nash's issued in London. It was said at the time that Mr. Hearst made this arrangement with the encouragement of Ray Long, Editorial Director of his magazines,

but, if Mr. Long urged Mr. Doran into the magazine field, Mr. Long himself has now deserted it for the book publishing firm Ray Long and Richard R. Smith, Inc.

No reason for the sale of the publishing business has been given out by the Herast offices. Harold Kinsey, General Manager, is staying to close up the details of the change and then expects to take an extended vacation or a trip abroad. Sol Flaum, who signed the big contracts, is staying with the Hearst office, as is Ruth Raphael, the publicity director who came from Harper's two years ago. The sales staff: Leon B. Archer, Howard W. Cook, and James V. Malloy is released.

Farrar & Rinehart have moved all stocks to their warehouse at 308 West 26th St., and all orders will be handled from 9 East 41st Street. Besides the important authors mentioned above there are contracts with Faith Baldwin, Norman Lindsay, Rex Beach, Charles Hanson Towne, John V. A. Weaver, and the Cosmopolitan list shows a score of good books including one by Harry Leon Wilson, "Two Black Sheep," Vicki Baum's "Martin's Summer," Charles Edward Russell "Blaine of Maine," Tom Clarke's "My Northcliffe Diary," E. V. Shepard's "Contract Bridge," and L. Adams Beck's "The Joyous Story of Astrid." A large part of the fall list has already been published. While taking full advantage of this opportunity to increase their volume of business with little increase in overhead Farrar and Rinehart expect, states Mr. Rinehart, "that we will be enabled to intensify our publishing rather than increase our number of books, a policy which should be of material benefit to each author. We will still highly regard the young and promising writer."

Books We Do Not Publish

I T may be that the American booktrade is losing a great opportunity in not following the English lead into the field of children's annuals, but when we see a list such as the English trade papers have just printed showing 158 annuals in one season, we are inclined to shudder and be glad that we are restricted to a dozen or so. One publisher, the Amalgamated Press of England, issued 28 of these,

Thomas Nelson & Sons of London 23, Oxford University Press, 20. The prices of these volumes run all the way from 1s. 6d. to 6s., the majority of those for little children averaging 3s. 6d. and those for older children approximately 5s.

New \$10,000 Novel Contest ODD, MEAD AND COMPANY. in conjunction with the Pictorial Review, announce a third first novel contest. The first of these contests was won by Martha Ostenso's "Wild Geese" and the second by Mateel Howe Farnham's "Rebellion." Ten thousand dollars will be the prize award plus royalties and the contest will close on July 1st, 1932. The manuscripts should be at least seventy thousand words in length. The contest is open to American and Canadian authors. circulars and application Descriptive blanks may be obtained by addressing Dodd, Mead and Company, 449 Fourth Avenue, or the Pictorial Review, 222 West 39th Street, New York City.

Bookshop Lectures

NDER the auspices of Moss and Kamin, booksellers at the Barbizon-Plaza Hotel, a series of weekly lectures will be held in the music Salon of that hotel, every Friday evening beginning October 9th. Some of the speakers scheduled to appear are: Morris L. Ernst, Konrad Bercovici, Emile Gauvreau, John Vassos, Ruth Vassos, V. F. Calverton, Louis Sherwin, Rian James, Frank Shay, Isaac Don Levine, John Macy, Dr. Lawrence Gould, and Pierre Loving. The first speaker will be Morris L. Ernst who will tackle the subject of "Censorship—From Sex to Crime."

1932 A. B. A. Convention

THE Board of Trade of the American Booksellers' Association, coming together for its regular monthly meeting last Monday, had a strong representation of twelve of its members, with active and important discussion. Among other decisions, it was agreed that, owing to business conditions, the next convention should be strictly a working gathering without time or expense for play and that three days of close work in New York would be better

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for this year's conditions than four days on a liner, as had been so pleasantly proposed.

Printers Ask Five-Day Week

THE International Typographical Union has, by a vote of 150 to 100, accepted a proposal of one of its committees that efforts be made through peaceful negotiation to obtain a five-day week. The committee in reporting stated that it felt that such a restriction was the only solution to the present unemployment situation in the printing trade.

\$50.00 Prize for Best Window O encourage displays on Helen Hokinson's "So You're Going to Buy a Book!" Minton, Balch & Company are offering a cash prize of \$50.00 for the best window. The award will be made on the basis of photographs, which should be sent to the publishers by November 1. Extra copies of the book will be sent on sale if anyone so desires. Some of Miss Hokinson's original drawings are available for display. First come, first served.

Doubleday, Doran Bookshops Run Title-Tales Contest

OUBLEDAY, DORAN Bookshops are offering prizes for the best titletale using as its text the titles of the books mentioned in the fall issue of the Book Dial. No story can be considered in which there are more than 15% of words other than the titles. The Book Dial may be found in the Doubleday, Doran shops or will be mailed from Garden City on re-The prizes are \$50.00, \$25.00, \$10.00, and \$5.00 in books of the winner's choice for the first four prizes and ten \$2.00 prizes in books of the winner's own selection. All stories must be mailed to the Doubleday, Doran Book Shops Inc., Garden City, New York, by October 7th.

Lewis Bibliography

HARVEY TAYLOR, literary manager Estate of Jack London, 59 West 46th Street, New York City, is now at work on a complete bibliography of the writings of Sinclair Lewis to be published by the Fountain Press. The work is being done under the supervision of Mr. Lewis. It will include data on contributions as early as 1903. Mr. Taylor would

appreciate any aid from collectors and students of Lewis writings.

Oratorical Annual to Be Published by Noble and Noble

THE University Oratorical Annual, previously published by the Forensic Press, has been taken over by Noble and Noble, Educational Publishers, of New York City. This Oratorical Series, The Year Books of College Oratory will be published by Noble and Noble in conjunction with their Debate Series, The Year Books of College Debating.

Communication

THE PLESS EDITIONS

E. P. Dutton & Co., Inc. 286-302 Fourth Ave., New York, N. Y.

Editor, Publishers' Weekly:

Could and would you help us straighten the trade out in regard to a matter that they have become very mixed up on?

In July we published "Better Left Unsaid," by Daisy, Princess of Pless. The published price of the book was \$5.00. This has never been changed and we do not contemplate changing it.

Two years ago we published a book entitled "Daisy, Princess of Pless," by Herself. We have just republished this book at a price of \$3.50. As these two books are naturally similar, many people in the trade have become confused and think that we have reduced the price of the new book, "Better Left Unsaid" and are, therefore, asking for a rebate.

The old edition of "Daisy, Princess of Pless" was published at a price of \$5.00 and still is \$5.00. It is the new edition of this title that is \$3.50. Anyone in the trade who has copies of the old edition of this book and would like to exchange them for copies of the new edition, may do so but this has to be done within 30 days.

. John Macrae, Jr., Vice President.

Changes in Price

CHARLES SCRIBNER'S SONS
All the Henty books which are now priced at \$1.75
are reduced to \$1.50.

PRINCETON UNIVERSITY PRESS
On October 1, 1931 the price of Frank Lloyd
Wright's "Modern Architecture," will be raised
from \$4.00 to \$5.00.

Obituary Notes DAVID STARR JORDAN

DR. DAVID STARR JORDAN, educator, scientist and leader for world peace, died on September 19th at Stanford University, The 80-year-old chancellor California. emeritus of Stanford University had been suffering for some time with heart disease and diabetes. Dr. Jordan was the first president of Stanford University, coming to the post in 1891 from the University of Indiana where for five years previously he had been president. He served as president of Stanford until 1912 and since 1915 had been chancellor emeritus. His progressive administration at Stanford and the educational ideas which he introduced were generally held to have been twenty-five years in advance of the period. scientist Dr. Jordan held a high position, his special field being natural history. He was graduated from Cornell University in 1872 and in 1875 was appointed professor of Biology at Butler University. Later, he became professor of Natural History at the University of Indiana and though his career was mainly an administrative one, Dr. Jordan always insisted that his chief interest was in scientific research. 1924 he received the Raphael Hermann Peace Prize of \$25,000 for his plan to further the cause of world concord. Dr. Jordan was at one time president of the Carnegie Foundation and became chief director of the World Peace Foundation in 1909, and also served as chairman or president of many educational and scientific bodies. Dr. Jordan was the author of many books. Among these are "The Blood of the Nation," "War and Waste," "Democracy and World Relations," "The Stability of Truth," "Eric's Book of Beasts" and "The Days of a Man."

SAMUEL G. RAINS

SAMUEL G. RAINS, founder and president of the Rains Galleries, New York, died, after a long illness, at his home in New York on September 16th. Starting as a boy in the second-hand bookstore of A. W. Lovering at 781 Broadway, he later entered the employ of Brentano's, with whom he was connected for a number of years, having charge of their old and rare book department. In 1905, he

formed the Lamb Publishing Company, doing a subscription book business, promoting the sale of sets of books in "jobs" to the regular retail trade, offering regular subscription and edition de luxe sets at prices less than the regular trade editions. Later he entered the auction business and flourished in this field for the past fifteen or more years. He is survived by his wife, three brothers and a sister.

WILLIAM D. HEATON

WILLIAM D. HEATON, for 35 years manager of the book department of the John W. Graham Company of Spokane, Washington, died suddenly in Denver on August 27th, where he had arrived that week to take charge of the book department at the Kendrick-Bellamy Co., Denver, Colorado.

Business Notes

CHICAGO, ILL.—The Market Book Store, 1337 So. Peoria Street. New bookstore.

DALLAS, TEX.—Ideal Rental Library, 2519 Maple Avenue, opened in August.

Kansas City, Mo.—American Lending Library, Inc., of College Point, N. Y., has opened a branch office in Kansas City at 16th and Oak Streets.

MINNEAPOLIS, MINN.—The Fireside Library, opened at 5003 Bryant Avenue, South. Miss Ferne Schafer.

NEW YORK CITY.—H. A. Levinson, dealer in rare and first editions, who was formerly located at 11 West 42nd Street, is now established at 7 West 44th Street. At the new address special emphasis will be placed on outstanding American first editions.

NEW YORK CITY.—The Arrow Book Shop, 2 Park Avenue, is out of business.

Providence, Rhode Island. — J. Ernest Hammond, publisher, bookseller, importer and jobber, has removed from 112 Park Street, to 46 McKinley Street.

St. Petersburg, Fla.—Mrs. Margaret B. Wade, wife of Dr. H. W. Wade of this city, is planning to open a book shop in Tampa, Florida, on or about October 1st. For the present, correspondence or catalogs should be addressed to Mrs. Wade at her home, 516-17th Avenue, N. E., St. Petersburg.

The Weekly Record

Describes and Indexes the New Books of All Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

HIS Weekly Record lists the first big crop of fall biographies. Three are lives of Americans: "Decatur" by Anthony; "Benedict Arnold, Patriot and Traitor" by Sherwin; and a very interesting biography of a contemporary, Aimee Semple McPherson, whose marriage brought her into the newspapers and news reels again last week. The author is Nancy Barr Mavity, who has hitherto been known for her mystery stories. To match these three are three Europeans-"Marie Louise" Napoleon's Empress, by Oddie; "Gustavus Adolphus," Swedish king, by Mac Munn; and "The Persecution of Mary Stewart" by Parry, an account of the mysteries which have surrounded the name of Mary, Queen of Scots, and a partial vindication of her character. Mikusch is the author of a modern biography, the life of Mustapha Kemal, powerful head of the Turkish government. In connection with that volume, customers may be shown "European Dictatorships" by Count Sforza, best-known opponent of Mussolini's Fascistic principles, in Italy.

"The Challenge of the East" by Sherwood Eddy in which the author tells what is going on today in the newly awakened countries of the East, is another book to be offered to world-minded customers. same people will want to see "Philosophy and Civilization" by the eminent Ameri-

can thinker, John Dewey.

Two new volumes on our own country are "Outpost of Empire," the story of the founding of San Francisco, a scholarly

work by Herbert E. Bolton; and "The Ozarks," a study of a modern survival of primitive society by Randolph.

Books of the week for customers interested in the arts include two studies of American literature, "Classic Americans," a survey of American writers from Irving to Whitman, by Henry Seidel Canby, editor of The Saturday Review of Literature, and "The Brown Decades," a study of the period in American history, from 1865 to 1895, a time whose art has always been in bad repute, but in which the author, Lewis Mumford, finds the beginnings of a new native power. See also "Understanding Modern Art," an explanation of modern painting and sculpture for the layman, by Davidson; two books of essays, mainly on literature, by J. Middleton Murry; and a new edition of one of the most famous works on architecture, "A History of Architecture," by Fletcher.

A book that all contract bridge players will undoubtedly want is "The Official System of Contract Bridge," containing the methods of bidding and play determined upon by a committee of some of the most prominent players in the country. Mrs. Kerwin's new bridge guide, based on this system, is also published this week.

A set of four volumes of the popular works of David Grayson has just been published by Grosset & Dunlap. Other new editions include the first Modern Library Giant, Tolstoi's "War and Peace," and an omnibus book, "The Humorous Tales of Rudyard Kipling."

HIS list aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable

date is designated thus: [n. d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

The Weekly Record of September 26, 1931

Acland, Baldwyn Dyke

Grand old man. 283p. D c. N. Y., McBride \$2

A portrait of a kindly and generous Canadian millionaire whose aim in life was to make his family happy but who realized that they were selfish and grasping, with the exception of his granddaughter, Margey.

Albinson, J. Warren

The new priesthood. 123p. D [c. '31] Bost.,

The need for more men in the priesthood is discussed with suggestions for remedying the present

Alexander, James

Mastering your own mind. 58p. D c. N. Y., Funk & Wagnalls An introduction to thought-control.

Anderson, Paul L.

For freedom and for Gaul. 301p. il., maps D

N. Y., Appleton \$2

A tale of ancient Gaul for boys and girls in which oung Taranis, a youth of noble Gallic blood, enlists ith the forces under Vercingetorix who were opposing Caesar.

Anthony, Irvin Whittington

Decatur. 329p. (4p. bibl., bibl. notes) O c. N. Y., Scribner \$3.50
The life of Stephen Decatur, who subdued the pirates of Tripoli and helped lay the foundation for the American navy.

Apple, Adrian R.

True riches; a novel; il. by the author. 174p. D [c.'31] Glendale, Cal., Author, P. O. Box flex. cl. \$2 An allegorical novel, dealing with religion.

Ash, Peter, pseud. [Mrs. Louise Platt Hauck, Louise Landon, pseud.] Untarnished. 304p. D [c. '31] Phil., Penn \$2 A novel of married life, of Kathleen and Jim Bilter, who were very different in temperament.

Atwater, Mary Meigs

The shuttle-craft book of American handweaving; new, cheaper ed. 275p. il. O '31, c. '28 N. Y., Macmillan

The scandal and credulities of John Aubrey; ed. by John Collier. 257p. il. D c. N. Appleton A collection of inimitable anecdotes and character sketches taken from Aubrey's "Short Lives," the famous two-volume book on 17th century England.

Austin, Lillian Edna

Shudders. 61p. D c. Bost., Meador Pub. Co. Short stories of mystery and horror.

Bailey, Margaret Emerson

White Christmas. 85p. front. O c. Putnam bds., \$2 A first volume of poems many of which have appeared in Scribner's, Harper's and other American

Bailly de Barberey, Mme. Hélène Roederer Elizabeth Seton; tr. and adapted from the 6th French ed., with a brief sketch of the community of the Sisters of Charity since the death of Mother Seton by Rev. Joseph B. Code [cheaper ed.]. 612p. (bibl. note) il. D '31, c. '27 N. Y., Macmillan \$2.50

Baker, George

Ebenezer walks with God. 349p. D c. N. Y., Macmillan An old man, convinced that the child he and his wife have adopted is the son of God, flees from his home to take refuge among the London slums and later in the hop fields of Kent.

Bardwell, Harrison, pseud. [Edith Janice Craine]

The mystery of seal islands. 270p. D (Girls aeroplane ser.) [c. '31] Cleveland, O., World Syndicate Pub. Co.

The mystery ship. 256p. D (Girls aeroplane ser.) [c. '31] Cleveland, O., World Syndicate Pub. Co.

Bell, Archie

The spell of Ireland. 317p. O (McBride dollar travel bks.) '31, c. '28 N. Y., McBride \$1

The Holy Bible, containing the Old and New Testaments; the text conformable to that of the ed. of 1611, commonly known as the authorized or King James version. 1080p. il., maps, diagrs. D [c. '31] N. Y., Grosset

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Bigelow, Francis Hill

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Blankenship, Russell

American literature, as an expression of the national mind. 749p. (bibls.) O [c.'31] N. Y., Holt A critical history of American literature in the light of its social and cultural backgrounds.

Bogert, Lotta Jean

Nutrition and physical fitness. 554p. (bibl. notes) il., diagrs. D c. Phil., Saunders \$3

A non-technical guide to proper nutrition from the standpoint of individual physiology.

Adams, Jesse E.

The self-teaching spelling tablet; bks. 1-3.
p. O [c. '31] Newark, N. J., Silver, Burdett рар., 16 с. еа.

Alexander, Lucy M., and Yeatman, Fanny Walker Cooking cured pork. 8p. il. O (U. S. Dept. of Agri., leaflet no. 81) ['31] [Wash., D. C., Gov't Pr. Off.; Sup't of Doc.] pap., 5 c.

Bailey, D. C. A new approach to American history; students' guide sheets; 3rd ed., rev. by E. T. Smith. 138p. (bible.) O [c. '27, '31] Chic., Univ. of Chic. Press

[Bennett, M. K., and ethers]
Survey of the wheat situation, April to July, 1931.
48p. (bibl. footnotes) diagrs. Q (Wheat studies, v. 7, no. 10) c. Stanford Univ., Cal., Food Research

"Big Rich," pseud. [Emory Aaron Richardson]
"My alligator grin" and other poems. 36p. il.
(pors.) T [c. '31] [Evansville, Ind., Burkert-Walton]

Bolton, Herbert Eugene

Outpost of empire; the story of the founding

of San Francisco. 372p. (bibl. footnotes) il., maps O c. N. Y., Knopf
An historical narrative based upon the diaries and correspondence of Juan Bautista de Anza and the friars who accompanied him on his two expeditions from Mexico to found the Colony that became San Francisco. The author is Sather Professor of History in the University of California.

Breed, Charles B., and Hosmer, George L.

Principles and practice of surveying; v. I, Elementary surveying; 6th ed. 716p. D '31 flex. cl., \$4 N. Y., Wiley

Brodeur, Arthur Gilchrist

The pageant of civilization. 564p. (26p. bibl.) maps O c. N. Y., McBride \$6

From archaeological discoveries the author reconstructs and describes the ancient civilization of Egypt, Babylonia, Crete, Assyria, Chaldea, Greece, Egypt, Babylonia India and Rome.

Brontë, Emily Jane
Wuthering Heights; il. with twelve wood
engravings by Clare Leighton [signed, lim.
ed.]. 342p. Q c. N. Y., Random House

\$15, bxd.
This edition is limited to 400 copies, each copy signed by the artist.

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The lungs, and the early stages of tuberculosis. 151p. D (Appleton popular health ser.)
c. N. Y., Appleton \$1.50

Buckland, W. W.

The main institutions of Roman private law. 422p. O '31 N. Y., Macmillan

Cailliet, Emile

Why we oppose the occult; tr. by George Franklin Cole. 200p. (bibl. notes) D c. Phil.,

Univ. of Pa. Press bds., \$2

A study of man's belief and fear of the supernatural throughout the ages and of the present tendency to turn from the occult in disgust.

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Chalfant, Harry Malcolm

These agitators and their idea. 363p. (bibl.) D [c.'31] Nashville, Tenn., Cokesbury Press

A study of American temperance agitators and their activities from Benjamin Rush at the time of the Revolution up to "Pussyfoot" Johnson.

Chapin, Lon F.

Early days in Iowa. 240p. il. O [c. '31] Pasadena, Cal., Southwest Pub. Co., 525 E. Colorado St.

Chayer, Mary Ella

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Chittenden, Gerald

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Colette, pseud. [Mme. Gabrielle Claudine Collette de Jouvenal]

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Brauer, August

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Guide for American business in France. 126p.
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[c. '31] N. Y., Author, 519 W. 45th St. pap., 50 c.

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Nashville, Tenn., Cokesbury Press pap., 50 c.

Crane, Stephen

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Davidson, Morris

Understanding modern art. 243p. il., diagrs. O [c.'31] N. Y., Coward-McCann \$4
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The Dutch cheese; il. by Dorothy P. Lathrop. 75p. il. (pt. col.) O '31, c. '25, '31 N. Y., Knopf
Two fairy tales for children, reprinted from "Broomsticks" and newly illustrated.

De Moss, James Andrew

Medics, or, The glory of man [verse]. 150p. D [c. '31] Thayer, Kan., Author \$1.25

Dewar, Douglas

Difficulties of the evolution theory. 200p. O '31 [N. Y., Longmans] \$5
A criticism of the Darwinian theory in the light of new zoological and palaeontological knowledge.

Philosophy and civilization. 34Ip. (bibl. footnotes) O c. N. Y., Minton, Balch \$5 Contending that philosophy is a phenomenon of human culture closely connected with social history, the author in this volume makes a practical application of philosophy to present-day civilization.

Dodge, Raymond, and Kahn, Eugen

The craving for superiority. 76p. D (Inst. of Human Relations) c. New Haven, Conn., A psychological discussion, for the general reader, of the individual craving for superiority.

Douglas, Norman

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Dolly Dimples and Bobby Bounce [juvenile]. 86p. il. O ['31] N. Y., Cupples & Leon bds., 50 c.

Dreiser, Theodore

An American tragedy; 2 v. in t [lim. cheaper ed.]. 840p. D [c. 25, 26] N. Y., Liveright

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The challenge of the East. 285p. (bibl. footnotes) O [c. '31] N. Y., Farrar & Rinehart

What is happening today in India, China, Japan, Korea, the Philippines, Turkey, and Palestine, where nearly half the world's population is throwing off its age-old economic and social bonds.

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Fletcher, Sir Banister Flight

A history of architecture, on the comparative method; 9th ed., rev. and enl. 1061p. (bibls.) il., diagrs. O'31 N. Y., Scribner \$12

Flight, Claude

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Animal—vegetable or—mineral. 47p. il. Q '31] N. Y., Oxford bo Amusing verses and pictures for children. bds., \$1.75

Flynn, John Francis, M.D.

Love and sex life of woman. 184p. D [c. '31] [Bingham, Utah, Author]

Foan, Gilbert A., ed.

The art and craft of hairdressing; a standard and complete guide to the technique of modern hairdressing, manicure, massage and beauty culture. 548p. il., diagrs. Q '31 N. Y., buck., \$15 Pitman

Foltz, Charles S.

Surgeon of the seas. 351p. il. O [c.'31] Ind., Bobbs-Merrill

The life of a Navy Surgeon, Jonathan M. Folzy, at sea and in the ports of the world, in the early roth century, told by his son, who bases the book upon his father's notes made at the time of his experiences.

Food fads, facts and fallacies; by a Philadelphia physician. 38p. il. T [c.'31] Phil., Medical Searchlight, 809 Marlyn Rd. bds., \$1

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Study of the elementary school teacher in New York State. 20p. O (Univ. of State of N. Y. bull. no. 975) '31 Albany, N. Y., Univ. of State of N. Y. pap.,apply

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Practice units in English; 3rd and 4th years.
62p.; 61p. O [c. '31] N. Y., Scribner pap., 32 c. ea.

Dewey, John Context and thought. 20p. O (Univ. of Cal. pub'ns. in phil., v. 12, no. 3) '31 Berkeley, Cal., Univ. of Cal. Press

Fisher, Albert K., and Wetmore, Alexander
Report on birds recorded by the Pinchot Expedition of 1929 to the Caribbean and Pacific. 66p.
(bibl. footnotes) il. O (U. S. Nat'l Mus., v. 79, art.
10) '31 Wash., D. C., Smithsonian Inst. pap., apply

Fitzpatrick, Edward A., ed.
A curriculum in religion. 157p. (bibls.) S [c. '31]
Milwaukee, Bruce Pub. Co. pap., apply

Ford, Celia

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Larry; thoughts of youth. 152p. il., diagr. D [c. '31] N. Y., John Day \$1.25 Formerly published by the Association Press.

Fox, John, jr.

The little shepherd of Kingdom Come; il. by N. C. Wyeth. 330p. il. (col.) O '31, c. '03, '31 N. Y., Scribner \$3.50, bxd.

Franklin, Benjamin

Proposals relating to the education of youth in Pensilvania; introd. by William Pepper [lim. ed.]. 49p. (bibl. footnotes) O c. Phil., Univ. of Pa. Press bds., \$2.50, bxd. A facsimile reprint.

Fuller, Benjamin Apthorp Gould

History of Greek philosophy; 3 v. various p. (bibls.) O [c. '23, '31] N. Y., Holt \$10, bxd. To the first volume on Greek philosophy from Thales to Democritus, published in 1923, are now added two volumes on Aristotle, the Sophists, Socrates and Plato, the three to be sold as a set.

Furse, Bp. Michael Bolton, D.D.

God's plan. 168p. D [c. '31] Milwaukee, Morehouse Pub. Co.

An outline of the Christian faith and life as a whole written for those who are trying to make religion real to the younger generation.

Gardner, E. L.

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Garnett, Richard, and Gosse, Edmund

English literature: an illustrated record; new, cheaper ed.; 4 v. il. Q '31, c. '03-'26 N. Y., Macmillan

Georg, Eugen

The adventure of mankind; tr. by Robert Bek-Gran. 325p. O [c.'31] N. Y., Dutton \$5
The author develops new theories of geology, history and biology in this story of the human race.

Gilbert, Ariadne

Over famous thresholds. 415p. il. D [c. 16-'31] N. Y., Century Visits to the homes of famous men and women, for

Gordon, George Byron

Rambles in old London. 334p. O (McBride dollar travel b'ks) '31, c. '24 N. Y., McBride \$1

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Gower, Margaret Leveson

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A story of two likable English boys and their sister, children of a mystery-story writer, who become the Good Detectives for fun and live up to their name while visiting their rich grandfather.

Grayson, David, pseud. [Ray Stannard Baker]

Adventures in contentment; il. by Thomas Fogarty. 249p. il. (col. front.) O [c. '06, '07] [N. Y.] Grosset \$1

Adventures in friendship; il. by Thomas Fogarty. 232p. il. (col. front.) O [c. '08-'10] [N. Y.] Grosset

Adventures in understanding; il. by Thomas Fogarty. 285p. il. (col. front.) O [c. '24, '25] [N. Y.] Grosset

The friendly road; new adventures in contentment; il. by Thomas Fogerty. 351p. il. (col. front.) O [c. '12, '13] [N. Y.] Grosset \$1

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The romantic East; India, Indo-China,
China and Japan. 298p. O (McBride dollar
travel b'ks) '31, c. '30 N. Y., McBride \$1

Groves, Ernest Rutherford

Personality and social adjustment; new ed., rev. 364p. (bibls.) D '31, c. '23, '31 N. Y., Longmans

Hale, John Richard

Famous sea fights from Salamis to Jutland. 406p. il., diagrs. '31 N. Y., Dial Press \$2.50

Harlow, Victor E.

A bibliography and genetic study of American realism [philosophy]. 110p. O '31 Oklahoma City, Harlow Pub. Co. bds., \$2

Hatch, Leonard

The book of dilemmas. 136p. D c. N. Y., Simon & Schuster

Thirty embarrassing situations are presented, in which the reader must make definite decisions. He writes his solution on a page and may then compare it with the decisions reached by F. P. A., Bruce Barton, Heywood Broun, and Christopher Morley.

Hatvany, Ludwig

Bondy jr.; tr. by Hannah Waller. 372p. O c. N. Y., Knopf
The saga of the Jewish Bondy family, extending over a century of Hungarian history.

Hayward, Fernand

A history of the popes; tr. by monks of St. Augustine's Abbey, Ramsgate. 422p. (bibl. footnotes) il. O [c.'31] N. Y., Dutton \$5 A history of the 259 Roman pontiffs.

Hecht, Ben

One thousand and one afternoons in Chicago; il. by Herman Rosse [new ed.]. 288p. O '31, c. '22, '27 N. Y., Covici, Friede \$2.50

Held, John, jr.

The flesh is weak; il. by the author. 252p. [c.'31] N. Y., Vanguard \$2.50 Short stories about the hard-boiled younger gen-D

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Hart, Albert Bushnell

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Hart, Albert Bushnell, comp.
Tributes to Washington. 38p. (bibl.) il. (por.)
O (Honor to Geo. Washington, pamphlet no. 3) '31
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Hempstead, Laurene

Color and line in dress. 355p. il. (col.) D '31 N. Y., Prentice-Hall

Hillyer, Virgil Mores

The dark secret. 378p. il. D [c. '31] N. Y., Entertaining stories for boys and girls from 9 to 13. A removable band on the cover tells the adult purchaser of the book that the purpose of the stories is to teach manners and morals.

Hobson, John Atkinson

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Hofmeyr, Jan H.
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The history of South Africa and the economic, social, and cultural problems which face it today.

Houlder, Graccio

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Problems in biology. 718p. (bibls.) il. (pt. col.), diagrs. (pt. col.) D [c. '31] N. Y., \$1.76 Amer. B'k A comprehensive textbook for elementary schools.

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Jones, Ilion Tingnai

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Midnight people. 377p. D c. Garden City, N. Y., Doubleday, Doran \$2.50 A tale of adventure and romance in Morocco,

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The black mass [tr. by Olga Vitali]; il. by Rhea Wells. 129p. O [c. '31] [N. Y.] Duffield & Green A young Russian girl of the old régime, haunted by the terrible atrocities of the Russian Revolution, turns to devil worship.

Kyber

Tiergeschichten; ed. by Edmund P. Kremer. 99p. il. D'31 N. Y., Prentice-Hall

Laing, Gordon Jennings
Survivals of Roman religion. 270p. (5p. bibl.) D (Our debt to Greece and Rome, 25) N. Y., Longmans \$1.75

Lasser, David

The conquest of space. 271p. (bibl. footnotes) il., diagrs. Dc. N. Y., Penguin Press \$3 An explanation, for non-technical readers, of rocket building and experimentation which is being carried on throughout the world in the belief that space can be conquered.

Latta, Gordon
The Toni diamonds. 312p. '31 N. Y., Dial Press

Le May, Alan

Bug Eye. 276p. D [c. '31] N. Y., Farrar & Rinehart

The story of two amusing westerners, told in the letters of Hank to Bug Eye.

Kauffold, Margaret B.
Rainbows through the rain [verse]. no. p.
e. '31 [Hardwick, Vt., J. E. Appolt] ap apply

Kibler, J. Luther The cradle of the nation; a dictionary of Jamestown, Williamsburg, and Yorktown; Virginia's historic triangle. 64p. il., maps O [c. '31] Richmond, Va., Garrett & Massie pap., 50 c. Lane, George Sherman

Words for clothing in the principal Indo-European languages. 44p. (3p. bibl.) O (Language dissertation, no. 9) '31 Balt., Waverly Press pap., apply

Lewis, Clarence Martin

Long term leases. 14p. O [c. '31] [N. Y., Baker, Voorhis & Co.]

Littell, John S., D.D.

Five hundred questions and answers in religion. 84p. (bibl.) O [c. '31] Milwaukee, Morehouse Pub. Co. 75 c.; pap., 40 c.

Lowrey, Lawson G., M.D., ed.

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On Mediterranean shores; tr. by Eden and Cedar Paul. 275p. O (McBride dollar travel bks.) '31, c. '29 N. Y., McBride \$1

McCutcheon, George Barr

Books once were men; an essay for book-lovers; introd. by William Dana Orcutt [lim. ed.]. 71p. il. D'31, c. '25, '31 N. Y., Dodd, bds., \$2.50

An intimate essay on first editions and the personality of books by the well-known novelist, who, during his life-time had a large collection of rare

McEvoy, Joseph Patrick

Society. 207p. D c. N. Y., Simon & Schuster More adventures of Dixie Dugan, this time in high

MacMunn, Lieutenant-General Sir George Fletcher

Gustavus Adolphus, the Lion of the North. 318p. (bibl. note) il., maps O c. N. Y., McBride

A biography of the great Swedish king of the 17th century who was a champion of Protestantism and a brilliant and successful military leader in wars in Poland and Germany.

Mason, Dexter

Tipple and snack; good things to eat and better things to drink. 83p. S [c. '31] N. Y., Farrar & Rinehart

Recipes for drinks and for the canapés, sandwiches, omelettes, stews, etc., to go with them.

Mavity, Nancy Barr [Mrs. Arthur Benton Mavity]

Sister Aimee. 383p. (bibl. footnotes) il., diagr. D c. Garden City, N. Y., Doubleday,

A documented and unprejudiced account of the career of the famous California evangelist, Aimee Semple McPherson.

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Old and Rare Books

- Frederick M. Hopkins -

F the first half dozen catalogs of American booksellers received this month, four are devoted mainly to first editions of American authors, and American authors will figure prominently in the first sale of the season by the American Art Association Anderson Galleries, There are many other indications that this line of collecting will play an important part during the season now beginning. A collector in search of a first edition of Thoreau's "Walden" recently received four quotations: \$25, \$50, \$150 and \$250. The prices puzzled him, and he asked for information. The first two copies were defective, the third clean inside, but the covers chipped and shabby. The fourth copy was satisfactory and a check for \$250 was forwarded to the bookseller making the quotation. We are likely to see a considerable range of prices of the same titles in booksellers' catalogs and in auction sales. It is quite likely that the key to the confusing range of prices will be "condition." And, as a rule, the experienced and prudent collector will want the best copy that he can get, even though he has to pay what seems a high price. The collecting of American first editions is not a fad, or passing fancy. The foundation books of American literature will be in keener demand as the years pass, and necessarily they will increase in price as they grow in rarity. This has been the case with the rarities of other countries, and it is bound to be true of American literature.

WE have repeatedly called attention to the introduction or forewords to the catalogs of Elkin Mathews, of London. The contribution to the discussion of "points" has been illuminating, and advice to collectors sound and wholesome. In the last catalog, No. 37, is more advice

that collectors may well consider: "Our own firm conviction is that the soundest basis on which a collection of books can be formed is personal taste. Self government is better than good government by others. and a collector should have the courage of his own convictions. If you believe that A is a good writer, the facts that his books are not mentioned in bookseller's catalogs and that his first editions find no place on the shelves of distinguished collectors should not deter you from collecting him." In regard to the assertion that collectors' do read their books the same writer says: "Collectors of first editions are sometimes ridiculed for not reading their books. There is very little point in this assertion since no collectors use the things they collect for the purpose for which they were originally intended. A man might justly be proud of his collection of snuff-boxes without intending to take snuff out of them all. Moreover, it is untrue to say that the great majority of book collectors do not read. For the basis of all book collecting is reading."

THE Argosy Book Stores, Inc., Bible House, has opened the season with a catalog of "1200 First Editions and Association Items at Drastic Reductions," with an appendix of \$1 and \$2 items. A few of the outstanding items include Stephen Crane's "Red Badge of Courage," 1895, \$125; Emerson's "Representative Men," backstrip frayed, \$40; Hearn's "Some Chinese Ghosts," 1887, \$125; same author, "Some Leaves from a Strange Literature," 1884, \$125; O. Henry's "Cabbages and Kings," 1904, \$85; Holmes's "Autocrat of the Breakfast Table," 1858. \$60; Longfellow's "Courtship of Miles Standish," 1858, \$55; Newton's "Amenities of Book Collecting," 1918, \$55; Thoreau's "A Week on the Concord and Merri-

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mack Rivers," 1849, backstrip frayed, \$125; same author, "Maine Woods," 1864, \$40. These items indicate the range of prices of the rarer American first editions. There is a great deal of material much more common at very moderate prices.

HE death of Samuel G. Rains, of the Rains Galleries, Inc., 3 East 53rd Street, ends the career of one well known in trade circles of this city for more than a quarter of a century. He was born in New York and entered the book business as an employee at an early age. Later he was in turn, bookseller, publisher and auctioneer, and should have been success-He had a good working knowledge of the rare book trade and was regarded as an expert in his knowledge of old books. Perhaps he was more successful in finding and accumulating rare book stock than in making a market for it. The successful rare book dealer must not only have the gift of finding stock that is in demand but he must be able to keep it moving fast enough to meet expenses, realize a profit, and be able to take advantage of every worthwhile opportunity that comes his This is, perhaps, where he failed as way. a bookseller.

THE current bulletin of the John Rylands Library reveals that the two large cases of hitherto unpublished papers belonging to Mrs. Thrale, the friend of Dr. Samuel Johnson, delivered to the library last January, contained some 3,000 letters and other manuscript material. Among them are twenty letters hitherto unpublished from Johnson to Mrs. Thrale, 110 letters from Mrs. Thrale's family to Johnson, hundreds of letters from such persons as Boswell, Burke, the Burneys, There is also Garrick and Goldsmith. Mrs. Thrale's 147-page notebook of the tour in France when Dr. Johnson accompanied the Thrales—his only visit to the Continent. Later publications of the Rylands bulletin will begin the cataloging of these new and interesting "finds."

A RARE Tibet prayer book, 2½ feet long by 8 inches thick, has been given to the National Museum in Washington, by Charles Isham of Detroit, who brought it from Tibet. It has 520 parchment leaves, inscribed with prayers composed by

the lamas of Tibet two centuries ago, or more. This manuscript was not written with ink, but 24 caret gold leaf was applied by the use of wooden blocks. Only one other book of the kind is known to be in existence and that is in the Museum in Berlin, where it is regarded as priceless.

American Literature, English Literature, Americana, Legal Lore and History," Catalog No. 13 comes from Norman Alexander Hall, Newton Center, Mass. The stock is well selected, and the prices attractive. Among the American first editions are such items as Holmes's "Autocrat of the Breakfast Table," 1858, \$75; Longfellow's "The Song of Hiawatha," 1855, \$50; same author, "The Courtship of Miles Standish," 1858, \$40; Sarah Pratt McLean's "Cape Cod Folks," 1881, \$30; Thoreau's "Walden," 1854, \$150; Field's "Culture's Garland," 1887, \$20; Irving's "Life of Washington," 5 vols., 1855-59, \$35.

Pamphlets "Pertaining to the American Indians," offered for sale by The Tuttle Company, of Rutland, Vt., is both an interesting catalog and a novelty. It contains 799 items, mainly moderate priced lots, with a sprinkling of rarities. This catalog, 48 pages, 8½ by 14 inches, is reproduced throughout on the mimeograph, both sides of the paper being used. The work is excellently done, for there are uniformity of style, few corrections, and few typographical mistakes. It is an admirable specimen of what the mimeograph can do in catalog making.

An "Announcement of Forthcoming and Recent First Editions" of American and English authors and of some of the special presses comes from the bookshop of James F. Drake. The list has been made up from books that have just been published and from the publishers' announcements. It contains a list of books of nearly 100 authors, some of which are likely to be oversubscribed before publication. The list is a useful one for the collector who wishes to keep posted on books of special interest now coming from the press.

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R. LESLIE HOTSON, who discovered the long lost letters of Shellev to Harriet Westbrook has made another interesting literary discovery. This time it is a hitherto unknown incident in Shakespeare's life which has led to the identification of the two originals of two characters in Shakespeare's plays and the successful dating of one of the plays. The complete account of this discoverry will be found in Dr. Hotson's new book, "Shakespeare Versus Shallow," which Little, Brown & Co., will publish October 2.

NEW exhibition of French books and A illuminated manuscripts showing the history of French book illustration over a period of six hundred years, 1300 to 1900, has just been opened in the Spencer collection room, No. 322, of the New York Descriptive cards are Public Library. shown with each item. The exhibition, which is attracting considerable attention will probably last until next New Year's.

MESSRS. GERALD HOWE, of London, whose revival of Gerard's "Herball" in 1927 was the first new edition since that of Thomas Johnson dated 1636, will publish this month "Leaves from Gerard's Herball," edited by Marcus Woodward. This will present a somewhat different selection "arranged for garden lovers," the plants being grouped according to the time of flowering, with 130 illustrations from the original woodcuts. The book is published in America by Houghton Mifflin. Another beautiful herbal, "A Modern Herbal" by Mrs. M. Grieve, has been imported by Harcourt, Brace. It is a large 2-volume book with 200 exquisite illustrations.

A NEW private press of discharge R. A. been established in London by R. A. NEW private press of distinction has Maynard and Horace W. Bray, wood-engravers and printers, formerly connected with the Gregynog. The new enterprise will be known as "The Raven Press" located at Harrow Weald, and the device of the Press will be a raven engraved by Mr. Bray. The first three books to be issued are Shakespeare's "Venus and Adonis," the story of Tobit, and Milton's "Samson Agonistes," the two former with engravings by Mr. Bray and the latter by Mr. Maynard.

ESSRS. CONSTABLE of London announce the forthcoming publication of a "Critical Bibliography of Katherine Mansfield" by Ruth E. Mantz, in a limited edition. J Middleton Murry is contributing an introductory note.

THE NONESUCH PRESS of London is celebrating the tercentenary of the birth of John Dryden by the publication this autumn of a limited edition of Dryden's "Complete Theatre" in six volumes, edited by Montague Summers.

Auction Calendar

Thursday evening, October 15th, at 8:15 o'clock. First editions and Americana, including first editions of "Leaves of Grass" and "Evangeline." To be held under the auspices of the Newark Galleries, Inc., at the Robert Treat Hotel, Newark, N. J.

Catalogs Received

- Africana. (No. 541; Items 1335.) Francis Edwards, Ltd., 83 High St., Marylebone, W. 1, London, England.
- American history. (Series 2, No. 37; Items 2047.) Argosy Book Stores, Inc., 45 Fourth Ave., New
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 Argosy Book Stores, Inc., 45 Fourth
 York City.

 Americana, autographs, historical reliques, paintings, prints, engravings. (No. 113; Items 134.) Union Square Book Shop, 30 East 14th St., New York City.

 Americana. (No. 95; Items 516.) Dauber & Pine Bookshops, Inc., 66 Fifth Ave., New York City.

 Architecture, costume, furniture, gardens and ornament. (No. 564; Items 205.) Maggs Brothers, 34

 New Bond St., London, W., England.
- Architecture, costume, furniture, gardens and ornament. (No. 564; Items 205.) Maggs Brothers, 34 Conduit St., New Bond St., London, W., England. Autographs, New England material, maps and atlases, etc. (No. 7: Items 252.) The Market for Exchange, 88 Broad St., Room 712, Boston, Mass. Biblioana and Californiana. William McDevitt, 2079 Sutter St., San Francisco, Cal. Children's books and novels of four centuries. (No. 30; Items 578.) Arthur Rogers, 4 Queen's Square, Newcastle Upon Tyne, England.
 English literature, new and second-hand. W. & G. Foyle, Ltd., 119 Charing Cross Road, London, W. C. 2, England.
 First editions and association items. (No. 37; Items

- First editions and association items. (No. 37; Items
- New York City.

 First editions and association items. (No. 37; Items 1261.) Argosy Book Stores, Inc., 45 Fourth Ave., New York City.

 First editions and some others. (Items 149.) The Varda Bookshop, Ltd., 189 Holborn, London, W. C. 1, England.
- First editions, association items, fine bindings, etc. (No. 380; Items 122.) G. A. Van Nosdall, Maple (No. 389; Items 122.)
- First editions of esteemed authors, association copies and fine bindings. (No. 391; Items 80.) G. A. Van Nosdall, Maple, Wis.

- Van Nosdall, Maple, Wis.

 General literature and unusual books. (No. 94; Items 518.) Dauber & Pine Bookshops, Inc., 66
 Fifth Ave.. New York City.

 Interesting books in desirable editions. (Series 1, No. 37; Items 508.) Argosy Book Stores, Inc., 45 Fourth Ave., New York City.

 New and used educational books. Missourie Store Co., Columbia, Mo.

 Old medical and botanical books, fifteenth to the nineteenth centuries.' (No. 57; Items 878.) International Antiquariaat, 364 Singel, Amsterdam, Holland.
- national Antiquariaat, 364 Singel, Amsterdam, Holland.
 Orientalia. (No. 293; Part I. Semitica, including Egyptology, etc.; Items 1308.) B. H. Blackwell, So Broad St., Oxford, England.
 Shakesneariana. (Catalog of Dept. No. I, Section 3.) W. & G. Foyle, Ltd., 119 Charing Cross Road, London, W. C. 2, England.
 Theology, philosophy, the Bible, Church history. (No. 101). Blessing Book Stores, Inc., 63 East Adams St., Chicago, Ill.

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Booksellers who would like to exchange special items or certain lines of books for others which would be more active in their shops can list them in these columns, and, by watching what other people list, can start a correspondence which will lead to exchange. Some of the dealers who have written in on receiving the first announcement of this department have preferred to have the mail come care of the *Publishers' Weekly*, but such announcements have been accepted only from well-established dealers with whom correspondence should be perfectly satisfactory.

Trading Post—Continued

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Y. A., CARE OF PUBLISHERS' WEEKLY

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Special Notices

CLARA CLEMENS' biography, "My Father, Mark Twain," published October 1st by Harper and Brothers, contains new and hitherto unpublished material. The first edition will be a collector's item and dealers are advised to consider it as such. \$5.00.

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Special Notices—Continued

"A BRIEF MESSAGE on collecting first editions," by Henry L. Mencken, in the September issue of "Collecting for Profit." See ad under "Books for Sale." "Gain much helpful information from every copy."—Belmont Book Exchange (Portland, Ore.).

Remainders

PUBLISHERS' REMAINDERS—Art, Engineering, Fiction, Textbooks, Broken Sets, Art Magazines for cash. Weltman's Book Store, 39 W. 125th St., New York. HA rlem 7-7427.

THE SYNDICATE TRADING CO. buys entire Remainders, large and small, of salable books. Dealers are requested to write for catalog or visit our Sample Room at 240 Madison Ave., New York. Tel. CA ledonia 5-8830.

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Overlooked?

An inquiry of some importance

Dear Sin: Have you not forgotten to order your copy of The Publishers' Trade List annual this year? It has been ready several weeks, but your order is not yet in.

It is rather a difficult matter to do business without this up-tr- trate file of catalogues.

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OFFICE OF THE PUBLISHERS' WEEKLY

September 25

62 W. 45th Street, N. Y.

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R. R. BOWKER COMPANY NEW YORK

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Forthcoming Issues

- The October 3rd issue will have a leading article by Richard F. Fuller, of the Old Corner Book Store, Boston, on advertising. This issue will also contain Part 2 of Katharine Lord's article on "Mechanized Book Borrowing: Book Lending Without Tears," the first part of which appears in this week's Weekly.
- The second of the series of articles on "Merchandising For Department Stores" by Stephen Moore will also appear in the October 3rd issue.
- page, sponsored by the National Association of Book Publishers Promotion Committee, which is to run every other week until the first of January, appears again next week. Booksellers are reminded that for each book window photograph selected for publication in this department \$20. will be paid.
- * The Bookmaking Department of that issue will contain articles by Dr. Jesse E. Minor, Dr. Hellmut Lehmann-Haupt,

- Meiric Dutton, Paul Johnston and Evelyn Harter.
- The October 10th issue, in the monthly Staple Stock Department, will emphasize reprints and new editions, with special articles on the sales and display of these books. This issue will contain two indexes: books at a dollar and less, and the éditions at over a dollar.

The Publishers' Weekly

The American Booktrade Journal

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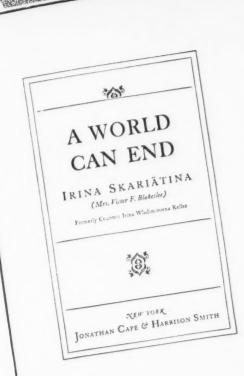
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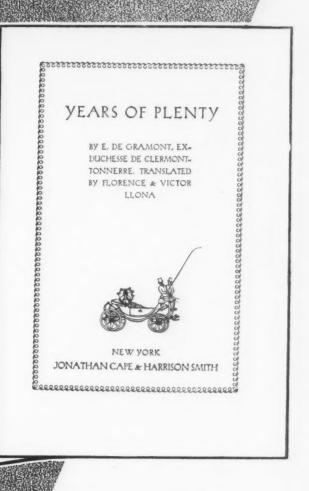
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THE Dublishers' Weekly.

FALL ANNOUNCEMENT NUMBER, 1931

AN INDEX TO ALL NEW BOOKS

Quick Answers Make Sales

Keep the FALL ANNOUNCEMENT INDEX in a handy place and you will be able to find readily the information you need about any of the new fall books.

In the Index, authors are entered in **bold face** type; titles and series appear in *light face* type.

In the advertising pages, will be found descriptions of the important fall books. These pages have been arranged alphabetically by publisher for yourconvenience. The descriptive notes are valuable selling talks for every alert bookseller.

If you are asked about a book not of the current season look first in the:

Mid-year Index
Spring Announcement Index
Mid-Winter Index
July 4, 1931
March 14, 1931
January 3, 1931

The next Index Number of the PUBLISHERS' WEEKLY will appear January 2nd, 1932



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THE Dublishers' Weekly

The American BOOK TRADE JOURNAL

62 West 45th Street, New York

VOL. CXX

1116

NEW YORK, SEPTEMBER 26, 1931

No. 13



ANOTHER VIKING DOUBLE-HEADER

Once again two leading books from the Viking list have been selected by the book clubs.

JOB, The Story of a Simple Man by Joseph Roth is the November choice of The Book-of-the-Month Club and A BURIED TREASURE by Elizabeth Madox Roberts the November choice of The Literary Guild of America.

There is a limited edition of A Buried Treasure of 200 numbered copies, signed by the author. \$7.50

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(Stock it with your humor books!)

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And Now-What a WINDOW It Makes!

SINS OF AMERICA

As Exposed by the "Police Gazette"

By Edward Van Every

With an Introduction by Thomas Beer

(Coming about October 22)

Remember "Sins of New York"—that lurid pink book that nearly broke bookseller's windows last year, pulling crowds in and selling itself? (Remember the orders placed for it by single customers—15 copies at one New York bookstore, 18 at another, 30 at another—to be sent as Christmas gifts to their friends?)

Now comes SINS OF AMERICA—the whole show, our national portrait in the 70's and 80's—even more uproarious, with 209 reproductions of the original Police Gazette woodcuts . . . Drama, extravagances, scandals, tragedies—the kidnapping of Charlie Ross, the famous Beecher-Tilton affair,

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The Autobiography of Lincoln Steffens

A limited, one volume edition of "The Autobiography of Lincoln Steffens" will be published on October eighth at \$3.75. "The most important book of 1931" (Lewis Gannett), "one of those peculiar books which we know in our time is destined to be a classic" (Carl Sandburg), thus becomes available for a short time at half the price of the two volume edition. Advance orders indicate a sell-out on publication. Have you ordered yet, keeping the Christmas season in mind?

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To be published October 6th

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BY MARGARET MATCHES

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We recommend it to the trade, and to every one of the thirtythousand readers who still point to *Green Hell* as "the book of the year"

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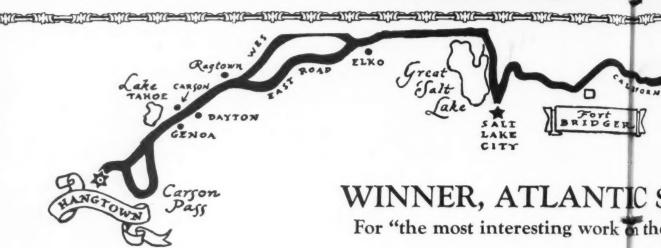
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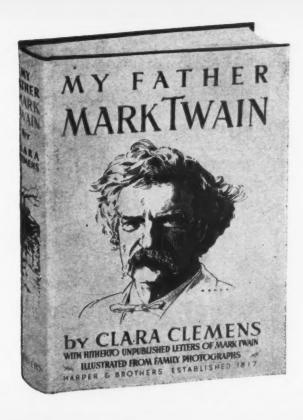
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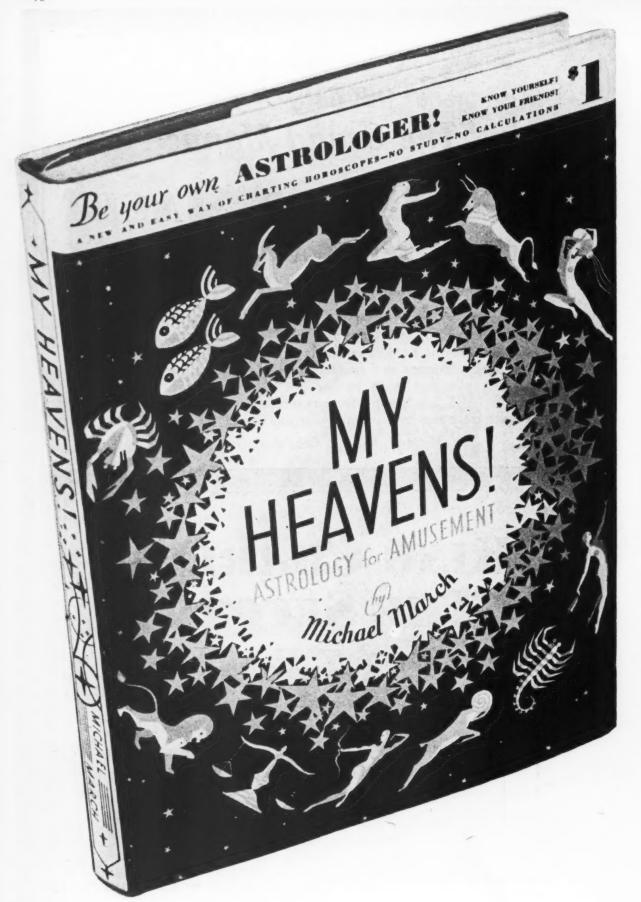
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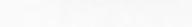
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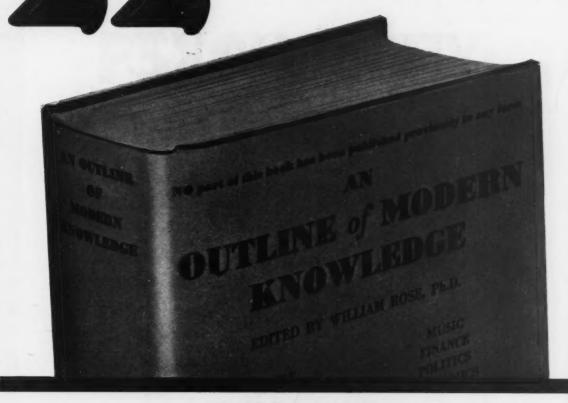
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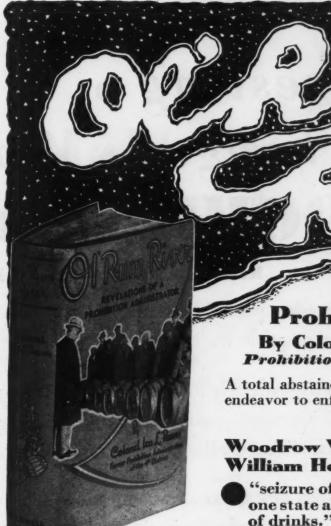
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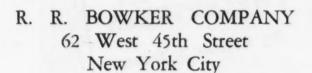
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The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, SEPTEMBER 26, 1931

Standard Practice on Remainders

A Proposal By the Joint Board of the N.A.B.P. and the A.B.A.

THERE seems to be an interesting coincidence in the fact that, just as the press is echoing in both editorial and news pages with the proposals of Gerard Swope, president of the General Electric Company, calling for stronger and more universal trade organization, the publishers' and booksellers' associations should be proceeding to issue some results of their joint discussion on trade problems. These recommendations ought to have a salutary effect in bringing order out of chaos in some of the fields of book distribution.

On August 1st the Publishers' Weekly printed the Joint Program on Reprints, and in this issue we print the result of the deliberation of the Joint Board on remainders. Such programs, reached by a careful consultation of publishers and booksellers, can point to methods that are both forward-looking and practical. The publishers, by being aware of what is common practice and being conscious of how their competitors are handling each situation, can clear up difficulties that have set back book distribution and disturbed the smooth flow of reading matter to the public.

The remainder problem is an old one, but it reached an acute stage in the last two years, when halting sales following rapid expansion of lists caused the piling up of remainders that broke the banks of the ordinary streams for distribution. The result of this was a search for new outlets, and such outlets were found in drug stores, where Max Sallop built up quick and responsive sales by placing remainder lots in prominent corner windows with striking signs calling attention to the radical reductions offered.

All the difficulties of this plan were not at first seen, because the relief from overflowing warehouses was so welcome, but, as the experiment was weighed, it was found to be far from satisfactory. In the first place, the displays were interpreted by the public to mean that book publishing was in straits and book prices were crashing. This caused a halting of the demand, especially for octavos, at the regular shops. Secondly, these marked reductions in the prices of biography, travel, etc., gave the public a feeling that all prices on new books were too high, and they did not know that the books offered at the low figures were not new and current volumes. Thirdly, it gave librarians and other regular book buyers the feeling that it might always be better to wait for a book rather than to buy it immediately and it put authors' new royalty books in competition with last year's non-royalty remainders.

In the meantime, booksellers with facilities for marketing remainders lessened their interest in this type of merchandising just when there were signs that the drug stores, having squeezed the initial benefit from this type of merchandising, seemed to be losing interest. Still further questioning arose when the publishers, figuring costs of such transactions, began to see that, as most of these books were being bound up from sheets, the binder's charges were using up about all that was received from the remainders outlet.

The Joint Board asked Mr. Cheney to make a special report on remainders in advance of his complete survey report and referred this to three of the best-known sales managers to take the facts of the case under special consideration and make recommendations. These have been embodied in the final report and accepted by the Board of Directors of the National Association of Book Publishers.

With such a report in the hands of all the members of the Association, and with the belief that the fairness of the suggestions will recommend them to other publishers not members of the Association, there is every reason to believe that this program may become a standard one.

The Joint Board of the N.A.B.P. and A.B.A. is composed of: For the publishers—William Morrow, J. W. Lippincott, Harry L. Burt, A. H. Gehrs; For the booksellers, Lewis B. Traver, A. B. Carhart, Cedric Crowell, Frank Magel, Ellis Meyers; As Secretary for the Board, Marjorie Griesser.

Recommendations on Remainders

THE Joint Board urges publishers to take steps which will prevent the dumping on the market of publishers' overstock at drastic markdowns. To safeguard the interests of both branches of the trade, the merchandising of remainders should be regulated so as not to create the impression in the public mind that original prices of books are unfair.

We have studied the remainder problem very carefully before making recommendations for solving it. Mr. Cheney was asked to make a special report on remainders, in advance of his complete survey report, and his findings were referred to a committee of publishers' sales managers. Their report and Mr. Cheney's report were of great value to us in formulating our final recommendations which are:

A. That publishers' overstock of sheets should not be bound for a remainder sale until a careful analysis has been made as to whether the binding of these sheets would not prove an additional loss when

sold at a remainder price.

(In this connection, special attention is called to the report of the committee of publishers' sales managers appointed to make a study of this question for the Joint Board. A. H. Gehrs, Harcourt, Brace & Company, Howard Lewis, Dodd, Mead & Company, and Frank Henry, Doubleday, Doran & Co., served on this committee and reported:

"We find that the bulk of overstock is a result of printing from plates or binding sheet stock for a remainder sale. We would recommend that the publisher consider carefully the following, and we believe that he will destroy his overstock of sheets in preference to having his imprint distributed and shown at marked down prices:

"After putting a cheap binding on the sheets, the difference between the price of this binding and the price received frequently leaves but one or two cents per copy profit for sheets, particularly of fiction.

"The cost of handling, plus cases, cartage, etc., when brought into the reckoning adds to the loss, for an assumed profit is frequently lost in opera-

tion.

"If the cost of the cheap binding plus a 30% overhead charge is brought into consideration to establish a resale price, surely the small price received for the original overstock of sheets is more than lost in having this additional number of books thrown into the market in competition with the sale of the regular editions.")

B. That publishers' overstock of fiction titles should not be remaindered until one year after the date of original publication.

C. That publishers' overstock of nonfiction titles should not be remaindered until two years after the date of original publication.

D. That no publisher's overstock should be remaindered through any channel that sells exclusively to outlets outside the regu-

lar booktrade.

E. That no book sold at reduced prices as overstock should be advertised or displayed at retail in such a way as to disguise the fact that it is sold at a reduced price because of the publisher's overstock.

F. That publishers should not contract with a distributor to print an edition of a title to be sold as a remainder, and that any reprinting of a book to be sold at a low price should be designated as a reprint edition and made available for sale by the whole trade.

Mechanized Book Borrowing

Book Lending Without Tears, as Achieved by the Season Book Club

Katharine Lord

of The Little Book House at Nantucket

be, was obviously not written of the modern bookseller. Over what he borrows in this year of grace, let us draw a kindly veil! But what he lends—and how—in good years and bad, in season and out of season, is a subject of perennial interest.

So much has been written about book lending that it seems almost as though the last word had been said, yet one shop found itself faced with conditions that the usual routine did not meet satisfactorily.

We have all heard of those very gratifying lending libraries that pay the rent, and of those others that eat up all the sales profits; of deposit or no-deposit, of rental by the day or the week; we have weighed carefully the using of special covers for their neatness and advertising value, or the gay jackets supplied by the publishers, that make identification of titles so much easier. But whatever the details of organization and conduct we have found that America expects every bookman to do his duty in maintaining a lending library, costly or inconvenient though it may be.

The lending library has doubtless come to stay, yet there often are individual conditions that make it a liability rather than an asset from an accounting point of view. And in these cases a solution must be sought.

Any consideration of the subject must begin with the most fundamental of book rental problems. Obviously the libraries that have a large and fairly permanent clientele to draw upon are the ones that pay. The very small shop, or the seasonal one, will inevitably have a different angle on those two important terms—time and space—not the philosophical abstractions, but the most concrete of considerations.

As an example let me outline the situation at The Little Book House. When

the Shop was opened a Lending Library was installed as a matter of course, and a fine spacious corner devoted to its use. We asked a deposit of \$1.00 and charged a rental of 4 cents a day, because that was the accepted local rate. The library undoubtedly brought people into the shop and, especially in those early days, some came to rent who remained (or returned) to buy. An occasional customer rented and tried out a few books, before buying one as a gift.

While the shortness of our season prevented the library from being in any sense a money maker, at first it seemed well worth while in other ways. However a season or two showed plainly that the institution did little more than pay its way, occupied an undue proportion of time and space and must be put down in any final analysis of our business, as a self supporting form of advertisement.

Then came the time when the particular space occupied just had to become the now famous *Print Corner*. We considered scrapping the library entirely, but such a howl of protest went up that *that* idea was quickly abandoned. The library was crowded into an inadequate space, and it was made as uncomfortable as possible to extract a book!

But all of this did not discourage patrons at all. The Lending Library business increased by leaps and bounds. Though the books were housed on low shelves suitable only for overshoes, rat poison or other seldom-used articles, customers amiably stood almost on their heads to scan the titles. Volumes had to be stored "outside" and fetched in lumps to clutter up the shopkeepers' desk, but the borrowers waited patiently between buyers The library, it seemed, refused to die a natural death. Short of premeditated murder, we must continue to house the

cursed thing, and its clientele grew apace. It must be noted here that our town is a summer resort with large transient population, which would create a special problem not met with in the average residential or business neighborhoods. The most briefly staying visitors soon discovered us and flocked from hotels great and small to refresh themselves at the fountain of the printed word—at small cost to themselves and what labor and anguish to us.

Why buy a book on holiday when one could rent all the latest for a few pennies? Also the shop acquired the reputation of a "pleasant place to go" and the L. L. became the scene of many pleasant little visits, which we enjoyed, but which, alas! complicated the chief business—that of selling books. Finally a rough log kept over a number of weeks proved conclusively that the too luxurious growth must either be vigorously pruned or uprooted altogether. How could the traffic be cut down to proportions that could be handled profitably? It became evident that for a short term a library of fewer volumes must pay better than a larger one. The "law of diminishing returns" seemed indicated. Also a wide variety, made for records and accounting which swallowed up profitsif any. A bit of analysis showed that it was the transient business that was making the trouble and led to the conclusion that the short term borrower must somehow be eliminated. Following a case or two through will illustrate the point.

A delightful gentleman comes in and looks over the library. We explain our "terms," explaining why we ask a deposit. He is a business man and sees the point easily, puts down his dollar cheerfully, asks for a receipt-accepts our refusal of it graciously—(he sees that point too—that his possession of one of our books is in itself his receipt). We then tell him all we know about some five to ten titles and he chooses one. We make out a card, and record the book he has taken. No, we explain, we do not take the rental in advance. Of course! He laughs heartily when he realizes that naturally we couldn't, not knowing how many days he would keep the book! He turns to gowe are putting the card into letter S. But wait! The delightful person has just discovered that he has already sat up half

the night over this particular murder. Do we mind? Of course not. We scratch out "The Murder at B." and he selects "Murder in C." and finally departs. Meantime customers with ten and twenty dollar bills crying out to be spent, have been waiting. We turn to them as ingratiatingly as possible.

Oh! And eke, A-ha! The d.g. is back again. He thinks his wife may come and take a book, too. "Glad to see her," we fling at him between change makings. After luncheon she comes. She supposes, of course, she can take another book on the same dollar? And why four cents a day? They charge only three at home. (We don't say out loud how much we wish she had stayed there!) At length she pays her dollar; same explanation about the receipt; same business of finding out she has read the book; fresh angle in her wonderment as to why we have none of the new books; our explanation that we have all the new books, pointing out thirteen of them with one hand whilst trying to wait upon real customers with the other. We also put forward the idea that all the books can't be in all the time, and the lady quite reasonably agrees to that.

In two days they are back, pay eight cents each into our coffers, collect the two dollars, and with bows and salaams, good wishes and hopes of meeting again, they depart. Withdrawal of deposit has to be recorded,—the sixteen cents counted in the cash, etc., etc., ad lib. Multiply this by any number you wish, and you will begin to wonder if there should not be a special Bedlam for booklenders!

Even the season-long, year-after-year regulars become a menace to accounting, for they rush in, slap down a book and a handful of loose change, seize another book and rush off, while the shopkeeper has her back turned, tying a perky bow on a gift package. Whose money is that? Did someone leave the book that sprawls across our cash record? What did she take?

Frequently the number of days has been incorrectly guessed. As often it transpires that the handful of loose change discovered under the blotter, assays at nineteen cents instead of twenty. (We keep an ancient pink purse full of pennies charged

up to Petty Cash, from which to supply

these almost daily deficiencies!)

Like a naughty but adorable child, the Lending Library is the most popular feature of our shop, and the most trying. It enables our friends and acquaintances to make us charming calls—but what of the day of reckoning? Can there be a way out?

Again we draw a sort of trial balance, and find that the three hundred odd transients whose cards were in our files one season, had actually paid in less money than the hundred odd regulars, some of whom took two and three books at a time. The fact seemed somehow significant. But of what?

Came the time when one sat down and cudgelled the so-called brain for a system that would furnish the expected rental service to a fairly permanent clientele, and eliminate the oftimes charming but dubious ships that drifted across our bows, leaving no profitable trace. Praise be! a solution presented itself, and announcement was made before the opening of the next season of the Season Book Club. A more or less complicated membership and rental plan suggested by a circulating library in a foreign resort gave the hint that we simplified to the present arrangement in which membership covers everything, with no restrictions and no penalties and a minimum of clerical work. The system which was hailed with delight by everyone and has stood the test of two years and fits our particular needs, is as follows:

The charge for our Season Book Club is \$3.00 for the season—June 15th to Sept. 15th—or \$2.00 for a single month. There are no daily charges, no returns; no counting of days, no time limit; no over dues, a minimum of records; and no messing up of the daily cash. We make a card, recording name and address of borrower, amount paid, and dates and titles of books as taken. We do not keep individual records of the books. The information furnished by the individual book card in large libraries we get in a much easier way, possible only because the library is a small one. A certain top shelf is the repository of the returning books each day, from which if they are not taken out again that day they are shifted to a bottom shelf. A book which lingers too long in that lowest row may

be considered an error of judgment in selection, and passed on to the bargain bin. Payment of the fee is nominally in advance, but charge customers may have it put on their bill. There is no time limit; "one book at a time and change it as often as you like" soon became a slogan that made a great hit, though we always add that we hope the newest books will not be kept over a week. Only a few times has any book been kept long enough to create comment or inconvenience. In one such case another copy was added to supply demand, in another—that of a young boy who continually "forgot," a reminder to Mother cleared the situation. The membership being smaller, we need fewer books and can house the necessary number quite decently. There is not the constant repetition of the preliminary spade work that had to be done over and over with the transient borrowers. Once the member has learned the ropes, he knows the kind of book we stock most largely, he spots from five to ten books he wants to read sometime during the season, and comes each time with a title or two in mind to look

There has been nothing but praise for the Season Book Club, and to date no one has mentioned the fact that the rental is really a bit higher than with the former system. "Is that all I have to do? What a relief." Put down one book and take another is all there is to it. The counting out of pennies or waiting for change, the occasional surprise that one had kept the book so long that rental exceeded the price of the book—all are gone!

Another delightful aspect of the book club idea is that in early season or late, the shopkeeper can extend unusual privileges that are heartily appreciated. Two books instead of one over the week-end, or both books when the member is doubtful which he wants on a rainy day, proves a feasible generosity before the membership gets too large and frequently wins as enthusiastic thanks as might a gift of rubies and diamonds! If the subscriber for a month is staying three days longer, we can afford to be generous, and make his last days on our island happy with a book.

As to the accounting for the Book Club it is simplicity itself and does not befog the cash. Membership receipts are

entered in a double column separate from sales. Books are charged up against receipts at full retail price, which means that "overhead" is taken care of, as in any sale, and a resulting birdseye view tells just what profit accrues from this department. And when all is said and done, the profit is actually a bit more than by the original plan, and would be double or treble if one could correctly charge up time and trouble. And what happens when the transients come seeking book These pleasant visitors do not rental? seem to hold it against us when regretfully we tell them that we have nothing for the short term sojourner, but offer the mollifier that there are reprints, the "little books," Modern, Borzoi, Everyman's, Travellers' Library and the rest, and that we keep a row of library discards and shelf worn fiction titles at twenty-five and fifty cents. Often they buy, and always we recommend the other lending libraries of our town—for each year one or two are born and about as many pass out, whilst there is one well grown and hardy perennial that travels twice a year from northern to southern resort and return.

It will probably be asked if the clientele of the more restricted Season Book Club differs from that of the typical general Lending Library. I cannot see that there is any appreciable difference between the Season Book Club and our Lending Library of yesteryear in that respect. Though perhaps our season subscribers are a slightly more homogeneous lot, without the two or three day trippers. As each shop will differ in all departments from every other according to locality and to prevailing occupation of its customers, so lending library patrons will differ.

lending library patrons will differ.

The Little Book House draws most largely upon the best of the so-called leisure class—the busiest of people usually men in big business or the professions, with a sprinkling of the workers in the arts, college professors, the clergy, teachers, librarians, students and their belongings, male, female, young and old. We have, as does any library, those who want the most advanced in form and thought; others so reactionary that we must supply their needs from past years, men and women who want only to be amused, others who require mental stimulation from even their most casual reading. The Book Club shelves must yield upon demand the "good clean story," the problem novel, the "mystery yarn," "something peppy"—or any one of a dozen other kinds.

To be continued

The Week-End Book Service, Inc.

Ken McCormick

of the Doubleday, Doran Bookshops, Inc.

BOOKSHOP based on the principle that books must be taken to the customer if he does not come to you, can not but be of interest to those who find their shops deserted these days. Follow the example of the Week-End Book Service Inc., at 959 Madison Avenue, New York City, and make your shop pay whether anyone visits it or not. A thriving rental library service and retail booktrade is carried on by this shop whose customers read ten times as many books as they make trips to the bookshop.

The proprietors, three young women, have built up their business among people

who are seldom at home. To do so, they have capitalized one feature of each department of their business. A mail rental library, and a weekly (or monthly) bookselection service have been their main points of emphasis to keep their traveling public in touch with the shop.

Miss McKelvey, originator of the business, when she found no position waiting for her upon graduating from Bryn Mawr in 1928, created one. She rented an office and printed lists of books that she hoped would interest her friends. Her entire service was conducted by mail and assumed profitable proportions by the first Christ-



The shop is down a step or two from the street level. It is long, roomy and comfortable



mas after her early fall opening. It was at this time that she began to look around her for a helper and chanced upon Caroline Schauffler, Smith College, 1928. Miss Schauffler had majored in English and had taken a real interest in finance. She took charge of the accounts and has kept them in a state of enviable order.

It was not until the fall of 1929, two weeks before the crash that they signed a lease for their shop, however. That the shop is still in existence, doing a good business, is testimony to the effort that has gone into overcoming the set-back they received. Caroline Smith, the third young lady, entered the partnership soon after. Also of Bryn Mawr, of Miss McKelvey's

year, she suggested that they incorporate and sell stock: a unique feature in a shop that does not maintain a chain of stores.

The shop is down a comfortable step or two from the street level. It is long and roomy and light. Leisure is spelled by every chair and bench; shelves are casually placed, not crowded together; tables are inviting, not in the way; there is no stuffing, no piling. Customers have appreciated that the shop is not cluttered. As one comes in from the street, as soon as one steps on the landing, the shop invites.

With such an attractive shop it seems almost a paradox that the business should be, to so great an extent, mail order. The mail rental library has been peculiarly



An example (greatly abbreviated) of the long book news sheets sent out by this shop to a mailing list of 700 names. Printed on colored paper, these notes are informal and sprightly

successful. This service is subscribed for in the early spring, and allows the customer from one to four books a week over a period of months. The rental amounts to one dollar and fifty cents a month for a book a week; three dollars for two books per week; and so forth. Choices are made by the customers in some cases, but for the most part the proprietors are sufficiently well acquainted with the tastes of their clientele to choose for them. The books are sent in cartons, which may be used in return. As the postage is the same each way, the customer need not go to the post office to return the book-an important feature in a business conducted among a leisure class who find ordinary tasks irksome. Often enough the customer buys the library copy sent him, or in returning it, asks that a new copy be sent and charged to his account. The mail rental library service is one that may be sold the year round, for when the customer is not vacationing at northern beaches, he may be at southern. This phase of the business is conducted from the office which is the back quarter of the shop, divided from the shop by low bookcases which provide for it just enough privacy.

The main feature of the local rental library is a special week-end rate of ten cents for any book. The main advantage

of this plan is that books which have had their first, popular reading are taken out at the reduced week-end rate by people who have missed them before. It adds to total earnings of all books and particularly is an asset because it tends to put all the library books out over the week-end; off the shelves on the one day the shop is not open. As well, many people over-estimate their reading speed and once interested in a book, pay the fine for keeping it into the midweek.

The rental book business of this shop is also carried on in a unique fashion. Customers who are going away for a period of time subscribe to a service which gives them one new book a week, or month. The books are the selections of the proprietors. Knowledge of the customers, of the book clubs they patronize, of their general interest, makes it possible for them to be peculiarly successful in their choices. Book notices written in the shop itself are sent out once in three weeks. This helps to acquaint the subscribers with the stock of books from which their particular book will be selected. Earlier books of authors in the present-day limelight are also reviewed, with reprint prices quoted. These are written in a chatty, intimate tone reminding the customers, wherever they are, of the charm of the shop itself. This service is perhaps more valuable for holding the customer than for actual profit effects.

By keeping closely in touch with the customers and dating their visits to the shop, it is possible for the proprietors to check up on those who are not buying regularly. To these are sent cards recommending books of the day. About one sale to five cards sent, is their present average. These selections are made with the same care that is used in satisfying the mail rental library and weekly book selection customers.

One business move of late typifies the policy of the shop. In following out their plan to go to the customer if he does not come to them, the shop presented a book display at the Rockland County Garden Show, thereby introducing themselves to a group of potential customers and as well, reminding lax customers, that the Week-End Book Service, Inc., was still very much alive and doing business.

In and Out of the Corner Office



Ray Long takes up his duties at Ray Long & Richard R. Smith, Inc.

ILLIAM CORRIGAN, sales manager for Morrow, returned last week from a trip into New England. Mr. Corrigan went by motor and was thus able to get around to many shops in Vermont, Massachusetts, New Hampshire and Connecticut which he had never before been able to visit, for, as everybody knows, the railway system in New England is a pretty bad thing Mr. Corrigan reports that he was agreeably surprised to find so many well-stocked, lively and well-informed bookstores throughout this territory. People in small New England towns still seem to be interested in buying books. But even here, says Mr. Corrigan, the unknown author has very little chance this year. The salesman's hardest job is to put over the first novel. Circulating libraries abound everywhere. Mr. Corrigan was surprised to have one circulating library operator tell him that they had had enough of detective stories for a while. What they wanted was romance and westerns. One of Mr. Corrigan's most interesting calls was in Rutland, Vt., where he looked in on the rather amazing old and rare book business of Charles Tuttle. It is Mr. Corrigan's belief that

business is better outside of New York City than it is in. He plans to visit the smaller New England towns by motor again next year. He thinks it's a remunerative idea, but says that he's not responsible for it. Whitney Darrow, of Scribner's, put him up to it. Darrow spends about eight weeks each year going about New England in a car, selling the smaller accounts as well as the larger ones in key cities.

As their publishing offices get settled on a new and larger floor in the same building at 12 East 41st Street the young firm of Richard R. Smith takes on the longer name of Ray Long and Richard R. Smith, Inc. Mr. Long, as was announced three months ago, has given up his famous editorial desk at the Hearst organization and moves into the book publishing field and from now on takes a full partnership interest in the new field. Mr. Long has earlier been a stock holder in the Smith business, and now intends to give his full time to books. The first volume with the new imprint will be a novel entitled "The Cabin in the Cotton" by Harry Harrison Kroll, a romance of the South. Mr. Long intends to try to equal his record as a magazine editor for discovering new writers, and the first book bearing his own imprint he considers a real find. # 3 3

John F. Sengstack, until recently the General Manager of the Theodore Presser Company, and Dr. Preston Ware Orem, for many years Publication Manager of the same Company, have left that organization to join the Clayton F. Summy Company of Chicago.

Miss Jean Lichty, Assistant to the Manager of the Educational Department, Oxford University Press, for her valuable editorial services at the Citizens' Military Training Camp, Fort Hancock, Sandy Hook was commissioned recently First Lieutenant (honorary) in the 615th Coast Artillery Regiment, Reserves.

D. Macphail, formerly with the Harvard Cooperative Bookstore is now at W. A. Butterfield's, Bromfield Street, Boston, Mass.

THE Publishers' Weekly.

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September 26, 1931

IHOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

The Pound Sterling

VER the weekend of September 20th came the startling announcement that the English Government had decided that it could no longer support the pound sterling at its usual level, and Monday morning the exchange value of the pound in American currency broke to low lovels, as low at \$3.70 and settling around \$4.20.

This announcement brings to an end the heroic and splendid struggle of the English people and English business carried on over six years to establish the post-war pound at its old level, in spite of the necessary inflation of war borrowing. France had allowed her franc to sink to one-fifth of its old level, the old mark disappeared altogether and was replaced by the reichmark, but England, the greatest of creditor nations with her international standing in world trade to consider, bonded her entire indebtedness, pegged the pound sterling, and started off under heavy taxation to make the promise good.

Such equalization in international exchange has to be sustained either by gold transfer, by balance of exports over imports, or by borrowing. As England

imports most of her food stuff and raw material, the creating of an export balance became increasingly difficult especially when the great markets of India, and, within the last two years of Australia, fell far below the old level. Borrowing capacity was strained, and finally the Government has ceased in its efforts to hold the pound artificially, and will now, without giving up the gold basis, let it find its own level, governed by the general international situation. Some think that it may settle around \$4 in American exchange. The Basle authorities in the World Bank estimated that the real value of the pound might not be known for a week or a fortnight.

Of course, this depreciation affects reparations and debts, makes it easier for Continental Europe to pay Britain and harder for Britain to pay America, and most authorities think this means a neces-

sary revision of reparations.

In the meantime, Canada has been affected, and, although it will not withdraw the support of gold for its money, at the present writing the Canadian dollar is being exchanged at the rate of ninety-three cents.

These two situations mean that American publishers can settle at a lower dollar cost their indebtedness to England, and it may be that for some time there will be a fluctuating rate of settlement which may make a considerable difference in the basis of this exchange.

At the same time, however, it makes it more difficult to sell to Canada, as the new situation encourages Canadian imports from England and discourages those from

the United States.

The American business man has long been conscious of the difficulties of England and its heavy taxation and decreasing exports, and will pay tribute to the qualities of a nation that makes so determined a fight for its place in the world's business. That unconquerable difficulties have defeated its efforts to hold up the pound sterling in the time of world depression is a tragic circumstance, but it is to be hoped that the prophecy of bankers, that the devaluation of the pound to its real international value will be a stimulus to England's business, may come true.

The Big Business of Bridge

OOKSTORES have been receiving this week "The Official System of Contract Bridge," announced "with a great fanfare of trumpets." The lining paper shows the photographs of the sixteen experts who have joined to try to make contract bridge crystal clear to the average mind. It must be admitted by all of these experts that the maverick Elv Culbertson has done much to popularize their own volume, because it is Mr. Culbertson who, disagreeing with the official system, has produced so much of the strenuous debate on contract methods that has filled the press. It seems almost certain that every contract fan will have to buy at least two books to make sure he understands what the disturbance is all about.

Even as the official book is launched on the book counters with its bright yellow cover and blue band comes a radio message from Mr. Culbertson, seasick on board the *Mauretania*. He roused himself long enough to take another fling at the sixteen experts and "other much dimmer lights of bridge" and to offer them some advice as to their system, a system which he says ought to be embodied by the Soviet Government in their Five Year Plan and thus help out the world depression.

The book trade does not care so much about systems, but it is enjoying the steady procession of curious people who are coming in for books on contract.

Backing Up the Washington Celebration

As the year of 1932 approaches there is increasing evidence of how widespread will be the observance of the two hundredth anniversary of the birth of George Washington. The period for the observances has been set by the National Committee as beginning February 22nd and lasting until Thanksgiving Day, November 24th. The celebration, which has been sponsored by the government, is in charge of a Bicentennial Commission, with President Hoover as chairman, and the observance will not be local to any one place but will be nation-wide.

As time will be required for the preparation of programs for the celebration of this

anniversary, local committees should soon be active, and booksellers and librarians should be prompt in extending their co-Many of the best books on operation. Washington are being made available in the popular priced editions, and displays of these both in February and throughout the year, will help to extend the real value of this observance by putting into the hands of everybody the best biographical material. For the help of committees and schools, material can be ordered from the George Washington Bicentennial Commission at Washington. Orders for school material may be sent there at any time. A special pamphlet called "George Washington Year By Year" has been edited by Dr. Albert Bushnell Hart, and is also obtainable, free of charge. The Definitive Edition of Washington's Works, which is to be a feature of the government's backing of the anniversary, is to be ready during the year, although the price of this set has not yet been fixed, owing to the fact that the government decided that it should be sold at cost price, and the cost cannot be settled until the book is further along. It is expected, however, that Congress may solve this difficulty of the Superintendent of Documents shortly.

The N. A. B. P. at Work

As the fall season gets under way and the publishers are back at their desks, the numerous committees of the publishers' association are meeting frequently and the reports and bulletins show many signs of the result of this work. The booktrade is fortunate that so many of its members are continuously giving their time and wisdom in the many ways demanded of them.

The Executive Committee, on which falls the chief responsibility and to which the Cheney report will be submitted next week, is a strong group to supply trade guidance: Edward S. Mills, President of Longmans, Green & Company, Harry Gould, President of the American News Company, Alfred Harcourt, President of Harcourt, Brace & Company, Martin M. Foss, President of McGraw-Hill Book Company, and Richard L. Simon, President of Simon & Schuster, Inc

Among the new committees arranged by President Mills in the reorganization of

the work last January was the Promotion Committee with Daniel Longwell of Doubleday as Chairman, the work of trade stimulation being divided with the Committee on Bookstore Service, with Howard Lewis of Dodd, Mead & Company as The former Committee has Chairman. given consideration in the past to the problem of bookstore catalogs, lists of reviewers, and the sending of monthly reports to members of the Association. rumors that this Committee has some very special plans for Christmas promotion which it will announce later. The Bookstore Service Committee puts its time in on the problem of practical advice to prospective dealers, giving aid to those who have a good opening and sufficient capital and discouraging those who apparently have not a sufficiently well-planned program, and weekly reports valuable to sales managers are sent out.

Perhaps the most significant development of the year has been the Joint Board of Publishers and Booksellers, five of each, whose recent report on the reprint situation was well received by all the trade. It is now studying the difficult problem of remainders.

The Legislative Committee, with John W. Hiltman as Chairman, is conducting its work on postal matters, and the Copyright Committee, with Frederick A. Stokes as Chairman, must again prepare to give its help toward the passage of a modern copyright bill when Congress opens, a rather difficult piece of legislation to get passed in a confused legislative year such

as we are facing.

Among the other Committees actively at work are the Committee on Publishing Service, with H. L. Parker of Longmans, Green & Company, Chairman, Committee on Research and Statistics, W. W. Norton, Chairman, Committee on Foreign Markets, William B. Hadley of Funk & Wagnalls, Chairman, and the Sub-Committees on Promotion, one on children's books, one on library and school contacts, one on publicity.

A Creative Artist

Josiah Titzell

A Highly Immoral Tale in Which a Young Man Writes Jacket Copy for a Serious Novel

S PIKE CRAWFORD was writing the jacket blurb for "Three Behind a Cloud."

He read over his scribbled copy.

"'Three Behind a Cloud,' is the story of Frank and Doris, brother and sister, and Beatrice, their best friend. It begins in a mill-town of West Virginia where these three are allied by a sensitivity and appreciation which is rare among the mill-Their courageous pursuit of workers. But there beauty makes them outcasts. are three of them and together they can withstand the bitter rejection of the community. They spend their hours out of the mill in picnics listening to Frank read aloud or Doris play the violin. They pool their savings and buy an old Ford and start out for New York, outwardly gay and excited, inwardly frightened, uncertain.

"Though Doris knows that Beatrice is her friend she grows jealous of her brother's devotion to Beatrice and poisons the relationship of Frank and Beatrice until they turn from each other and the trio disbands. Frank contributes a verse each day to the Minton Syndicate. His series is headed: 'Verses From a Mill-Worker,' and contains far more facile philosophy than poetry. Doris accepts a job in the orchestra of a Broadway movie palace. Beatrice, after an apprenticeship gains, through the attentions of a dress-designer, a place as a model in a smart dress shop.

"It is Doris who, having separated them, brings them together again. She has realized through a flowery romance with the cellist in the orchestra of what she is depriving Frank. So once again they join hands in the evening to hear Frank read aloud or to listen to Doris's violin, now

accompanied by the cellist's deep rhythms. Three's a crowd, but four makes two

couples.

"The book is sympathetically done. The tone is sombre as befits its theme. Even the picnics on the Virginia hills are under the cloud of the smoke from the mills. Yet the author's irony saves the book from tragedy. Miss Jones's book has the power of the stories of T. F. Powys, yet it is as thoroughly American as Glenway Wescott."

Crawford dropped his cigarette to the floor and lit another. Not bad notes considering that he had done them at 3:30 when he was half-asleep, too tired for his mind to work. He could weed out, condense. He must convey that dark sense of futility, that unrecognized frustration. If he could only get Wescott to write the jacket.

He picked up from his desk a memo from the Manufacturing Department.

To Crawford from Manufacturing

Deb't:

Must have copy for "Three Behind a Cloud" jacket by noon. Press holding bound books. Must have description of book for back of jacket, biographical matter for front flap and list of recent publications for back flap.

The only book on the spring list that had a definite date was a five-volume history of the origins of ceramics in Ancient China. He couldn't stick that on the back flap of the jacket for a novel. He would have to use once more a list of novels the house had published during the fall.

Biographical matter for the front flap? He rummaged in the wire basket.

To Crawford from the Publicity

Dep't.

Spike: This Angela Jones, author of "Three Behind a Cloud," has no biography! Born in Paris, N. Y., April 1st (believe it or not) 1885. Education in little red school-house and State Teachers Normal College. (Nothing abnormal about Angela.) Won post in Rome, N. Y., teaching 1-4 grades. Learned of West Virginia mills on vacation excursion trip to visit cousin who lived 10 miles from outskirts of Virginia mill districts.

Still teaches school. Favorite authors Ella Wheeler Wilcox and Richard Halliburton (seriously). Don't bother to look in who's who. Better leave biographical flap blank.

He couldn't leave the flap blank. He picked up his pencil. "Angela Jones," he wrote, "was born in Paris and received her education there. She disapproves of tutors and private schooling and feels that the normal education of a country is sufficient to the demands thereof. When her friends were first tasting the superficial joys of debutante dances Miss Iones journeyed to Rome where, with a knowledge of the language, she undertook the teaching of English to the youngsters of that beautiful old city. Her knowledge of the West Virginia mill section is extensive, for she has spent much time there studying the lives and the aspirations of its workers. She reads poetry omniverously and is particularly interested in the literature of travel and adventure. Like Frank Harris. she feels that she can best understand the past through traveling and the future through dreaming."

Without any pangs of conscience Spike scribbled across the top of the page: "For

the front flap."

Now the chatter about the book itself. He had three other memoranda before him.

To Crawford from the Editorial Dep't.

The title of "Three Behind a Cloud" has, at the suggestion of The Baylor News Company and The Advertising Agency, been changed to "Sin's Silver Lining."

Spike grabbed the telephone.

"Mr. Friddle please. . . . Hello, Friddle? On 'Three Behind a Cloud,' I don't think we can get away with 'Sin's Silver Lining.' There was a novel a month ago called 'Sinner's Cloaks Have Silver Linings.' How about 'Cloud of Passion'?"

Mr. Friddle was sorry to hear "Sin's Silver Lining" was out. "Cloud of Passion" was good, but it lacked color.

Spike without a thought suggested "Purple Clouds of Passion." He could hear Mr. Friddle whistle his delight. It was O.K. It was swell. It was hot and at the same time it was both literary and dignified. Spike turned back to his desk.

To Crawford from the Sales Dep't.

After some discussion with booksellers around town I think it's better if you omit all mention of mills and mill-workers, and avoid mentioning any drab struggles in New York. People are fed up on mill stuff, and times haven't been too good, so people want to hear about a little ermine and orchids. Nix on the realism. It's dead. Cram a little romance and riches on the jacket. That's a boy. How about lunch? Tony's at 12:30?

O'Brien, Sales Manager.

Spike looked at the remaining memorandum.

From the Sales Promotion Dep't to

Crawford.

Have got use of pip of a photograph of two cuties and a polo player under a beach parasol. Going to use on postcard for "Three in a Cloud." Get the idea? Try to make your copy tie up with it. Advertising Agency going to use it in big spread. Manufacturing Dep't refuses to substitute it for jacket design already bought and plated, but let us swing together. Sent galley proofs to Swinnerton and Walpole, Phelps and Morley for quotes. No answer yet.

It was exactly 10:20. At 11:30 he handed the completed jacket copy to Miss

Brown to type.

In fifteen minutes the head of the Manufacturing Department was reading the copy that had been delivered to his desk.

> Purple Clouds of Passion by Angela Jones

Moonlight in Virginia. Scent of roses and of wild honeysuckle. Frank and Doris and Beatrice were caught in the old traditions, in the heavy shackles of the poverty that had robbed the land of its extravagant gaieties, its fantastic richness after the Civil War. They were young, and alive! And they fled.

They knew what they wanted. A tearing drive to New York along the moonlit road, the exciting escape of youth to freedom and the sound of music and laughter.

But the younger generation is not all frivolity. The fountain of youth is

NOT for them entirely "gin and ver-mouth." And though Frank and Beatrice ruthlessly shut Doris out from their world it is Doris who denies her pride and rushes to them when their aeroplane crashes. She receives her reward, for the aeroplane has a pilot.

"Purple Clouds of Passion" has all the gaiety of "The Constant Nymph" with the happy injection of the more serious side of life which we all have

to face.

Like nothing I have read this year."-Frank Swinnerton.

"Restores our faith in the woman novelist."—Hugh Walpole.

"She writes like an angel."-Wil-

liam Lyon Phelps.

"... a brilliant first novel..."-Christopher Morley.

Martley got Crawford on the telephone. "I can't seem to remember anything about an aeroplane in the book."

"Oh that," said Spike, "that's merely speaking figuratively, symbolic of their

soaring hopes."

When Miss Jones saw the jacket on her book she took the train to New York. Her pride in having had a book accepted was as great as it had been, but there was room now for an indignant bewilderment at the jacket.

Crawford had to break his date and take

her to lunch.

"You see the whole trouble is," Miss Jones explained to him at the finish of lunch, "the whole trouble is you people in a publishing house don't understand the author and what he is trying to do. There's a great deal of difference between describing a book and writing one. I think you should realize that you are not...not you personally, but anyone who writes about a book . . . you are not a creative artist."

Three months later the Mammoth Motion Picture Corporation bought "Purple Clouds of Passion," paying \$10,000 for it. The gain was Miss Jones's. She was the creative artist. But the picture when it appeared was Hollywood's elaborated graphic presentation of the story as it might be understood from Spike's jacket, with three reels devoted to the aeroplane incident. In no single detail did it follow the story as

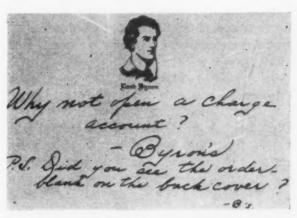
told in the book.

Sales Notes

HE Bookshop for Boys and Girls, in Boston, has interesting plans for Book Week. Carrying out the Round the World theme, Miss Mahony has announced an International Book Exhibit which will start on tour October 1st. The collection will consist of 100 books of child life in other countries and will be accompanied by special booklists for distribution. There will be a Poster-Booklist, Boys and Girls Around the World, including over 100 book titles arranged in age groups. The list will be printed on colored paper, heavy enough for use as a poster on bulletin boards in connection with the exhibit. The Bookshop allows schools, libraries, and clubs to borrow the exhibit for one or two weeks, and they may solicit orders. The charge is \$5 a week, with this fee refunded on book orders amounting to \$50 and over;—a 10 or 15 per cent discount is allowed on all book orders. A fascinating collection of foreign picture books, showing the work of some of the best German and French illustrators, has been touring the country since the first of the year, and will also fit into the Round the World scheme for Book Week. exhibits are shipped express collect from place to place on the circuit, the last place returning it to the Bookshop express col-In addition to this International Book Exhibit, the Bookshop plans to loan a limited number of other book exhibits during Book Week. A collection of 50 books, a recommended standard selection for the home library, and another exhibit of 25 picked books of the fall, will be available. Each will be a completely planned Book Week display with special boxes, poster, etc. The cost of the first exhibit will be \$10 or an order amounting to \$60, approximately one-half of the total price of the exhibit; for the other, the charge is \$5 or a \$30 order. Ten per cent discount will be allowed on the sale. The borrower must pay the transportation costs.

JE 36

"Do Your Children Ask Questions?"
A banner bearing this self-answering query



A clever and effective way of imprinting The Book Review. Bryon's, Inc., Detroit, puts this black on silver stamp at the bottom of the front cover

was made the core of a recent effective window display in the Judson Press Bookshop in Boston of such staple items as dictionaries, encyclopaedias, atlases, maps and history charts. The idea that each of these could be had in styles to fit all occasions and purses was also graphically built into the exhibit.

St. 36.

Betsy Buttles says that hotels in recognized vacation regions are an important outlet for lending libraries. Taking literally the name, "Box O' Books," of her winter shop in the Hub Club, Boston, Miss Buttles spent the summer covering a large string of hotels in and around Middlebury, Vermont. She made her headquarters here because at this point the main highway between New England and Montreal is crossed by the most direct route between the White Mountains and the Champlain, Lake George district. Miss Buttles' plan was to leave at each hotel a box of books, the packing case being specially designed to serve as an attractive display shelf. For a percentage of the daily rental each hotel took care of its own clerical detail. Miss Buttles travels about exchanging the books to keep the units varied. "The libraries," says Miss Buttles, "were actively patronized both by overnight motorists making extended trips and regular vacationists who had settled in one

place for the full time at their disposal. Many of the former used two or more of the units."

JE JE

A very striking ad designed by a large Pittsburgh department store in a Friday morning's paper emptied the sales tables in the book department before 5 o'clock. The ad featured Grosset & Dunlap's new Bible, a very good looking book for \$1, and a Webster's dictionary published by World Syndicate Publishing Company for 85c. Only one sample dictionary was left to take orders from and only a few Bibles, when we visited the shop, but they were expecting truckloads of both by the next morning. It was found that one of each could usually be sold to a customer. It was a good stunt to get people into the book department. In this book department are two bulletin boards-black with white removable letters listing advance books, and these have brought excellent results in getting advance orders.

JE 36

Doubleday, Doran and the Museum of Natural History collaborated to make the unusual nature window at Lord & Taylor's recently. Books displayed were new editions of four old standards, "The Butterfly Book," "The Tree Book," "The Frog Book," and "The Reptile Book." Several popular bird books were also included in the window with specimens of native birds, butterflies, shells and reptiles from the Museum collection. The window did not sell very many of the books displayed, as a matter of fact, but did sell a good many very expensive and hard to sell nature books which the shop had in stock.

JE JE

Marshall Field's book department is said to do more business on a rainy day than on a clear one. When it pours and is pretty nasty outside, Mrs. Burns-Hahner drags her many clerks away from reading the *Publishers' Weekly* and puts them at telephones where they spend the morning calling up lady customers, presumably to condole about the weather. In the course of this feminine conversation the clerk gets in a casual, "By the way, did you know that Whoosis's last novel is just out? The



The Lord & Taylor Bookshop's nature book window

11 o'clock wagon goes out shortly. Would you like me to send you over a copy? It's very good, etc., etc." And it rains. And hundreds of books go out on the 11 o'clock wagon.

JE 36

We've always been interested in illuminated window signs. We've seen several kinds, but most of them have always seemed too expensive to be practical. Byron's, Inc., in Detroit's magnificent new Fisher Building, we found what ought to be the answer to this particular prayer. This sign is an illuminated mirror, set in a narrow frame, about three feet long and about two feet high. You simply write on it in chalk whatever you've a mind to write, erase, and write again. It's made by the Adograph Company in Chicago and costs only \$10. Simple, handy in size, and certainly effective, J. B. Senie, manager of Byron's, says of it, "Every bookseller ought to have one."

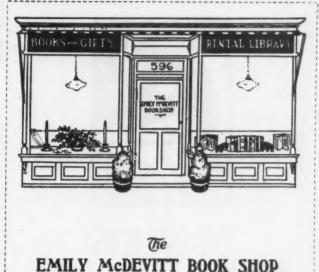
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Byron's has found that advertising a New Yorker Package Service in local magazines draws. This service consists of sending books and magazines to New York-going trains. This goes over big with Detroit business men who are in the habit of going back and forth between the two cities.

JE 38

The Dartmouth Bookstall in Boston stressing the fascinations of book collecting as a hobby for children, has a special table devoted to this subject alone. A large show card carries the legend: "For the Young Collector." From time to time books about collecting as well as fine items from the classics and famous children's books can be included in the display. Small typewritten cards explain the various points.

Moving across the street to new and larger quarters, Emily McDevitt's Bookstore in Upper Montclair, N. J., has taken the opportunity to give the interior of the store a new and still more charming atmosphere, and already business is responding to the change and sales are ahead of last year. The shelves of the shop are painted very effectively in dark green and black. Each different case or display



The jackets of the circulating library books advertise Emily McDevitt's new shop

counter is designed especially for its purpose except in certain places where old colonial tables of interesting design have been adopted. The McDevitt shop takes especial pains with its wrapping for gift packages, and has on its paper for doing up books a colorful black and yellow book design supplied by the Julius Beckhard Paper Company, and to go with this there is a black twine for the regular package.

JE 30

The last eight weeks John Kidd of Stewart Kidd, Cincinnati, has been broadcasting book reviews over WLW every Friday morning at 9:30. The shop has been receiving a number of queries about books and hopes that eventually it will prove a real selling medium. The radio stations will not mention the firm's name but they do mention Mr. Kidd by name, so that the store is getting a valuable hookup which doesn't cost a sou.

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This summer Clapp's Book Shop in Albany, N. Y., experimented to advantage with lists of selected books, sent out through the mail. The main object in view was to weed out inactive stock. One brochure 8 pages long (8½" by 10¾") was prepared. The first page (lefthand) was headed "Children's Books Recommended," and the following ones: "Some New \$2. and \$3. Novels Now Offered at One Dollar Each While They Last—For



BOKS!BOKS!

"A BLESSED COMPANION IS A BOOK — A BOOK THAT, FITLY CHOSEN IS A LIFE LONG FRIEND"

a book store of helpfulness

BOOK STORE

Bookmark used by one suburban shop to advertise the shop rather than any specific books

Summer Reading" (2 pages) "The Latest and Best Biographies" (2 pages); "The American Scene," "Art and Architecture," "Antiques," "Music," "The Theatre" and "Life Savers for Parents on Hot Days" (the remaining 2 pages). This brochure was printed in two editions, each with a different cover. One edition was for the retail buyer; the other for libraries. And the whole idea was an inspired economy. The cover for the retail edition was labelled "Clapp's Summer Service Check List of Selected Books"; the other, "Clapp's Library Service Stock Check List." On the retail edition cover appeared

a name and address form with the note, "Check Squares for books wanted, fill in Name and Address and how you wish books sent, returning this Pamphlet. Other Pamphlets will be forwarded on request." On the library edition cover appeared the note, "Retail prices are given and are subject to the usual library discount. Check in squares, books wanted, give full address and name of librarian or persons placing order, and return in enclosed envelope. Write us your immediate requirements." Space for name of library and name of librarian was provided on the last page of this edition. From the library edition the Book Shop drew \$500 worth of business. Books were listed under author. Below is a sample listing from the marked-down section of two and three dollar novels.

☐ ANONYMOUS	
Ex-Judge1930	\$2.00
☐ ANONYMOUS	
November Night1928	2.50
☐ ATHERTON	
The Jealous Gods1928	2.50
☐ ARMSTRONG	
Mr. Pompey and Madame Juno n. d.	2.50
AZ AZ	

Albert Nash, who, with his sister, runs the Erie Book Store in Erie, Pa., says he dug a hole under the store when the first floor became too small for the business. While the store has a very active circulating library, it does not otherwise specialize in current literature, but Mr. Nash has built up an extremely good first edition business of his own interest in this field. The basement sales room, which is reached by a short flight of steps at the back of the store, is a large square room whose wall shelves contain a large stock of second-hand volumes. On most of the tables are displayed bargain books. Mr. Nash sells fiction, eight for a dollar, and finds this a drawing card with the rural people on their shopping trips in town. But in one corner of his basement sales room is a shelf of worthwhile first editions—a lure for new names on the store's mailing lists, as Mr. Nash sells most of his first editions by mail. He sold 36 copies of "Shadows on the Rock" by this method. signs in the store above and in the window direct customers below stairs for used At Christmas time the subterranean section of the shop provides an excellent sales room for Christmas cards.

Customers' Choice



A. A. Milne's novel, "Two People" (Dutton), is out October 9th. It will be published without a blurb

HE much publicized "bridge war" between Ely Culbertson and the Sidney Lenz crowd comes to a head with Winston's publication of "The Official System of Contract Bridge." "Culbertson's Summary" has been the undisputed bridge book best seller during the summer, but indications in New York City point to the rapid rise of "The Official System." Putnam's Bookstore has had a big window display of the two books this week, setting one off against the other, and Mr. McGall reports that "The Official System" is now preferred. He attributes its selling activity both to the "bridge war" publicity and to the fact that it is the last word in contract systems.

JE .38

In Waterbury, Conn., however, "Culbertson's Summary" remains supreme. Carl H. Nye, of Davis & Nye, tells us that "it runs ahead of our supply."

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Davis & Nye's most-in-demand fiction titles are "Shadows on the Rock" and "White Bird Flying," though "The Good Earth" and "The Story of San Michele" are still best sellers. Says Mr. Nye, "'Mexico' has been received with much interest, possibly placing it as the outstanding book of the fall." Sales in Davis & Nye's juvenile department have run ahead of other seasons and beyond the shop's expectations.

Joseph C. Lincoln's "All Alongshore" seems to have become the leader in best selling omnibus books. At A. S. Burbank's, Pilgrim Book and Art Shop, Plymouth, Mass., the fiction best seller is always the current Joseph C. Lincoln book.

JE 36

O. Soglow's "Pretty Pictures" is generally the best selling book of humorous drawings in New York City. So far as we could determine, this is due not to the fact that maybe Mr. Soglow is better than Mr. Dunn of "Rejections" or Miss Hokinson of "So You're Going to Buy a Book," but that the price of \$2 holds a very definite fascination for most buyers these days.

Dorsey's "Man's Own Show-Civilization" is off to a good start in several New York shops. The Lord & Taylor bookshop gave it one whole window last week and found that people responded at once.

Ruth May, manager of the Doubleday shop in the Barclay Hotel, is selling many copies of "Thunder Below," the first novel for which Farrar & Rinehart predicted big things.

The Beacon Book Shop is confident of selling a goodly number of William Faulkner's collection of short stories, "These Thirteen" (Cape & Smith). Mr. Placht points out that it has a ready market as an item for collectors of modern firsts, and has the additional selling value of being issued in a trade edition of 1,921 copies only.

Black's volumes of classics (see Publishers' Weekly of August 29th, page 732)

which sell for the seductive price of \$1.98, are making a great impression on the book buying public in New York. The Doubleday, Doran bookshop in Nassau Street sold 170 copies out of the window in about a week. The Lord & Taylor Bookshop gave its most valuable display table to the Black books and reports that many people bought five and six copies at a time, presumably taking them home to tuck away until Christmas.

JE 36

Brentano's in Chicago reports as best sellers in the fiction class: Cather's "Shadows on the Rock"; Deeping's "Ten Commandments"; Raynolds' "Brothers in the West," and De La Roche's "Finch's Fortune." Despite a local heat wave, non-fiction holds its own with "The Washington Merry-Go-Round" and Dorsey's "Man's Own Show—Civilization" heading the list.

× 36

Theodore Dreiser's suit against cinema producers and the current showing of the motion picture "An American Tragedy" will be two big drawing cards in the sale of Liveright's new dollar edition of the novel in Chicago. Many booksellers see it as the best-selling reprint of the fall, with many a movie fan as purchaser. The controversy over the cinema production attracted much attention and will undoubtedly be an important publicity factor.

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Charles T. Adams opened the fall lectures in Marshall Field's book room with a talk on contract bridge. Exhibited in connection with the lecture were Mr. Adams' books and "The Official System of Contract Bridge." Many Chicago booksellers look on this new anthology of expert opinion as a non-fiction leader in autumn and winter sales.

JE 36

Houghton Mifflin has ready for distribution 9 x 7 inch posters on Joseph Hergesheimer, Bernard Fay, Rafael Sabatini, Oliver La Farge and William Gibbs Mc-Adoo. In addition there will be one on Margaret Ayer Barnes, author of "Westward Passage," which is to be published on December 8th.

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"New Yorkers would probably be surprised at the lofty taste of the people of Caldwell, N. J.," said Mr. Hasler, interviewed by us the other day. His best sellers, like "Father," "All Passion Spent" and "More Boners," give him half of his sales, he says he is never so happy as when one of his customers wants a book on old glassware or Chinese pottery. And these are by no means rare. When we asked him as to the effectiveness of the huge jigsaw puzzle in the window, he declared it was accomplishing wonders. "People come in to ask about the puzzle and stay to read and buy books," he said, waving a hand toward his attractive reading nook filled with easy chairs and lit from a sky light overhead.

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The Doubleday, Doran shop in the Grand Central Station recently had a whole window full of Soglow's "Pretty Pictures," interspersed with large cuts. Mr. Clark there says that the display influenced people to such an extent that many bought nothing but humorous books, one person often carrying out Cantor's "Yoo-hoo Prosperity," and Wodehouse's "If I Were You" along with "Pretty Pictures." This shop is doing splendidly with "The Colonel's Daughter."

. St. 32.

Mrs. Bennett and Miss Baxter, of the Community Book Shop in Scranton, Pa., have a standing joke, which has been atmost in danger of being overworked lately, when customers ask for "Shadows on the Rock" under so many names that are something like the real title. Customers' versions of book titles make a problem with which every bookseller has to contend. When a prospective buyer asks for a garbled title, the two proprietors of the Community Book Shop tell each other that the book's in "Tappan's Garret." This classic is derived from a lady who hurried in to the store once and asked for such a book. How Mrs. Bennett decided that the book was "Blair's Attic" is still a mystery. "Shadows on the Rock" and "A White Bird Flying" have been the best sellers in this store, and they expect "The Ten Commandments" and "Finch's Fortune" to sell well. This store makes a specialty of children's books and finds children's toys and game books a very profitable selling line along with them.

Cosmopolitan Book Corporation Sold to Farrar & Rinehart

NE of the most important announcements of recent publishing history came from the offices of Farrar & Rinehart on Thursday, the purchase of the book publishing department of the Hearst interests, the "Cosmopolitan Book Corporation." The amount involved

is not revealed.

Farrar & Rinehart are making no change in their organization, of which Stanley M. Rinehart, Jr., is President, John Farrar, Vice President, and Frederick R. Rinehart, Secretary and Treasurer. The Board of Directors and those financially interested are close friends and long associates of the officers, including Ogden Nash, author of "Hard Lines," associate editor, and J. William Corrigan, formerly Sales Manager of Geo. H. Doran & Co. The firm of Farrar & Rinehart is young in personnel as well as in organization, Mr. Farrar being just thirty-five, Stanley Rinehart, thirty-four, Frederick R. Rinehart, twenty-nine, and Ogden Nash twenty-seven. David Bramble, also of the old Doran staff, is in charge of publicity.

Mr Farrar came into publishing as Editor of the Bookman in 1920, preceded in the Doran office by Stanley Rinehart, Jr., son of Mary Roberts Rinehart in 1919. One has become the editorial head of the office, and the other the sales manager, and in similar capacities they were, for a time, part of the Doubleday, Doran combination at Garden City. Since they have set out for themselves, they have had every mark of being a happy combination of talent for making a successful publishing imprint, and, in spite of starting in difficult years, their progress has been rapid. Only this summer they moved across the street to larger quarters at 9 East 41st Street.

William Randolph Hearst entered book publishing in 1914, with the business in charge of J. L. Perkins, who came from Jordan, Marsh & Company, and James McCann, now of Coward-McCann. The firm name was Hearst International Li-

brary, Inc. One of the first enterprises of this firm in the book publishing field was the spectacular promotion of Buckle's "History of Civilization," which Arthur Brisbane was talking about so continuously in his editorial columns. This was followed by a very handsome Dickens known as "The National Edition." Five years later, in the spring of 1919, the business took a new turn, and Harold C. Kinsey, then Sales Manager for Doubleday, Page & Company, took charge. The new plans called for concentrated exploitation of a few popular authors, and the trade was full of rumors of huge contracts and authors being lifted from established places. This sales policy was finally centered on James Oliver Curwood and Peter B. Kyne, and with this background a profitable business in a few titles was developed, and gradually a few other types of books were added. In 1927 Mr. Hearst decided to expand his business further and brought into editorial association with Mr. Kinsey Joseph Anthony, well-known author, formerly associated with the Century Company and Harper. At this time books on biography, travel and a program of general literature were added to the list. Two years later still other plans were developed. and Sol Flaum came into editorial charge and was given backing for entering into contracts for the books and serial rights of outstanding best sellers. Contracts were made with Louis Bromfield, Fannie Hurst, Ruth Suckow and Anita Loos and others. After a trip abroad, Mr. Flaum came home with such names on his list as Erich Remarque, Collette, Boris Pilnyak.

A little later, in 1930, George H. Doran separated from Doubleday, Doran & Company and accepted the invitation to enter the Hearst organization in an editorial capacity, chiefly with the magazines, especially Nash's issued in London. It was said at the time that Mr. Hearst made this arrangement with the encouragement of Ray Long, Editorial Director of his magazines,

but, if Mr. Long urged Mr. Doran into the magazine field, Mr. Long himself has now deserted it for the book publishing firm Ray Long and Richard R. Smith, Inc.

No reason for the sale of the publishing business has been given out by the Herast offices. Harold Kinsey, General Manager, is staying to close up the details of the change and then expects to take an extended vacation or a trip abroad. Sol Flaum, who signed the big contracts, is staying with the Hearst office, as is Ruth Raphael, the publicity director who came from Harper's two years ago. The sales staff: Leon B. Archer, Howard W. Cook,

and James V. Mallov is released.

Farrar & Rinehart have moved all stocks to their warehouse at 308 West 26th St., and all orders will be handled from 9 East 41st Street. Besides the important authors mentioned above there are contracts with Faith Baldwin, Norman Lindsay, Rex Beach, Charles Hanson Towne, John V. A. Weaver, and the Cosmopolitan list shows a score of good books including one by Harry Leon Wilson, "Two Black Sheep," Vicki Baum's "Martin's Summer," Charles Edward Russell's "Blaine of Maine," Tom Clarke's "My Northcliffe Diary," E. V. Shepard's "Contract Bridge," and L. Adams Beck's "The Joyous Story of Astrid." A large part of the fall list has already been published. While taking full advantage of this opportunity to increase their volume of business with little increase in overhead Farrar and Rinehart expect, states Mr. Rinehart, "that we will be enabled to intensify our publishing rather than increase our number of books, a policy which should be of material benefit to each author. We will still highly regard the young and promising writer."

Books We Do Not Publish

IT may be that the American booktrade is losing a great opportunity in not following the English lead into the field of children's annuals, but when we see a list such as the English trade papers have just printed showing 158 annuals in one season, we are inclined to shudder and be glad that we are restricted to a dozen or so. One publisher, the Amalgamated Press of England, issued 28 of these,

Thomas Nelson & Sons of London 23, Oxford University Press, 20. The prices of these volumes run all the way from 1s. 6d. to 6s., the majority of those for little children averaging 3s. 6d. and those for older children approximately 5s.

New \$10,000 Novel Contest ODD, MEAD AND COMPANY, in conjunction with the Pictorial Review, announce a third first novel contest. The first of these contests was won by Martha Ostenso's "Wild Geese" and the second by Mateel Howe Farnham's "Rebellion." Ten thousand dollars will be the prize award plus royalties and the contest will close on July 1st, 1932. The manuscripts should be at least seventy thousand words in length. The contest is open to American and Canadian authors. Descriptive circulars and application blanks may be obtained by addressing Dodd, Mead and Company, 449 Fourth Avenue, or the Pictorial Review, 222 West 39th Street, New York City.

Bookshop Lectures

NDER the auspices of Moss and Kamin, booksellers at the Barbizon-Plaza Hotel, a series of weekly lectures will be held in the music Salon of that hotel, every Friday evening beginning October 9th. Some of the speakers scheduled to appear are: Morris L. Ernst, Konrad Bercovici, Emile Gauvreau, John Vassos, Ruth Vassos, V. F. Calverton, Louis Sherwin, Rian James, Frank Shay, Isaac Don Levine, John Macy, Dr. Lawrence Gould, and Pierre Loving. The first speaker will be Morris L. Ernst who will tackle the subject of "Censorship—From Sex to Crime."

1932 A. B. A. Convention

THE Board of Trade of the American Booksellers' Association, coming together for its regular monthly meeting last Monday, had a strong representation of twelve of its members, with active and important discussion. Among other decisions, it was agreed that, owing to business conditions, the next convention should be strictly a working gathering without time or expense for play and that three days of close work in New York would be better

for this year's conditions than four days on a liner, as had been so pleasantly proposed.

Printers Ask Five-Day Week

THE International Typographical Union has, by a vote of 150 to 100, accepted a proposal of one of its committees that efforts be made through peaceful negotiation to obtain a five-day week. The committee in reporting stated that it felt that such a restriction was the only solution to the present unemployment situation in the printing trade.

\$50.00 Prize for Best Window

TO encourage displays on Helen Hokinson's "So You're Going to Buy a Book!" Minton, Balch & Company are offering a cash prize of \$50.00 for the best window. The award will be made on the basis of photographs, which should be sent to the publishers by November 1. Extra copies of the book will be sent on sale if anyone so desires. Some of Miss Hokinson's original drawings are available for display. First come, first served.

Doubleday, Doran Bookshops Run Title-Tales Contest

OUBLEDAY, DORAN Bookshops are offering prizes for the best titletale using as its text the titles of the books mentioned in the fall issue of the Book Dial. No story can be considered in which there are more than 15% of words other than the titles. The Book Dial may be found in the Doubleday, Doran shops or will be mailed from Garden City on re-The prizes are \$50.00, \$25.00, \$10.00, and \$5.00 in books of the winner's choice for the first four prizes and ten \$2.00 prizes in books of the winner's own selection. All stories must be mailed to the Doubleday, Doran Book Shops Inc., Garden City, New York, by October 7th.

Lewis Bibliography

HARVEY TAYLOR, literary manager Estate of Jack London, 59 West 46th Street, New York City, is now at work on a complete bibliography of the writings of Sinclair Lewis to be published by the Fountain Press. The work is being done under the supervision of Mr. Lewis. It will include data on contributions as early as 1903. Mr. Taylor would

appreciate any aid from collectors and students of Lewis writings.

Oratorical Annual to Be Published by Noble and Noble

THE University Oratorical Annual, previously published by the Forensic Press, has been taken over by Noble and Noble, Educational Publishers, of New York City. This Oratorical Series, The Year Books of College Oratory will be published by Noble and Noble in conjunction with their Debate Series, The Year Books of College Debating.

Communication

THE PLESS EDITIONS

E. P. Dutton & Co., Inc. 286-302 Fourth Ave., New York, N. Y.

Editor, Publishers' Weekly:

Could and would you help us straighten the trade out in regard to a matter that they have become very mixed up on?

In July we published "Better Left Unsaid," by Daisy, Princess of Pless. The published price of the book was \$5.00. This has never been changed and we do not contemplate changing it.

Two years ago we published a book entitled "Daisy, Princess of Pless," by Herself. We have just republished this book at a price of \$3.50. As these two books are naturally similar, many people in the trade have become confused and think that we have reduced the price of the new book, "Better Left Unsaid" and are, therefore, asking for a rebate.

The old edition of "Daisy, Princess of Pless" was published at a price of \$5.00 and still is \$5.00. It is the new edition of this title that is \$3.50. Anyone in the trade who has copies of the old edition of this book and would like to exchange them for copies of the new edition, may do so but this has to be done within 30 days.

JOHN MACRAE, JR., Vice President.

Changes in Price

CHARLES SCRIBNER'S SONS
All the Henty books which are now priced at \$1.75
are reduced to \$1.50.

PRINCETON UNIVERSITY PRESS
On October 1, 1931 the price of Frank Lloyd
Wright's "Modern Architecture," will be raised
from \$4.00 to \$5.00.

Obituary Notes DAVID STARR JORDAN

Dr. DAVID STARR JORDAN, educator, scientist and leader for world peace, died on September 19th at Stanford University, The 80-year-old chancellor California. emeritus of Stanford University had been suffering for some time with heart disease and diabetes. Dr. Jordan was the first president of Stanford University, coming to the post in 1891 from the University of Indiana where for five years previously he had been president. He served as president of Stanford until 1912 and since 1915 had been chancellor emeritus. gressive administration at Stanford and the educational ideas which he introduced were generally held to have been twenty-five years in advance of the period. As a scientist Dr. Jordan held a high position, his special field being natural history. He was graduated from Cornell University in 1872 and in 1875 was appointed professor of Biology at Butler University. Later, he became professor of Natural History at the University of Indiana and though his career was mainly an administrative one, Dr. Jordan always insisted that his chief interest was in scientific research. 1924 he received the Raphael Hermann Peace Prize of \$25,000 for his plan to further the cause of world concord. Dr. Jordan was at one time president of the Carnegie Foundation and became chief director of the World Peace Foundation in 1909, and also served as chairman or president of many educational and scientific bodies. Dr. Jordan was the author of many books. Among these are "The Blood of the Nation," "War and Waste," "Democracy and World Relations," "The Stability of Truth," "Eric's Book of Beasts" and "The Days of a Man."

SAMUEL G. RAINS

SAMUEL G. RAINS, founder and president of the Rains Galleries, New York, died, after a long illness, at his home in New York on September 16th. Starting as a boy in the second-hand bookstore of A. W. Lovering at 781 Broadway, he later entered the employ of Brentano's, with whom he was connected for a number of years, having charge of their old and rare book department. In 1905, he

formed the Lamb Publishing Company, doing a subscription book business, promoting the sale of sets of books in "jobs" to the regular retail trade, offering regular subscription and edition de luxe sets at prices less than the regular trade editions. Later he entered the auction business and flourished in this field for the past fifteen or more years. He is survived by his wife, three brothers and a sister.

WILLIAM D. HEATON

WILLIAM D. HEATON, for 35 years manager of the book department of the John W. Graham Company of Spokane, Washington, died suddenly in Denver on August 27th, where he had arrived that week to take charge of the book department at the Kendrick-Bellamy Co., Denver, Colorado.

Business Notes

CHICAGO, ILL.—The Market Book Store, 1337 So. Peoria Street. New bookstore.

DALLAS, TEX.—Ideal Rental Library, 2519 Maple Avenue, opened in August. KANSAS CITY, Mo.—American Lend-

ing Library, Inc., of College Point, N. Y., has opened a branch office in Kansas City at 16th and Oak Streets.

MINNEAPOLIS, MINN.—The Fireside Library, opened at 5003 Bryant Avenue, South. Miss Ferne Schafer.

NEW YORK CITY.—H. A. Levinson, dealer in rare and first editions, who was formerly located at 11 West 42nd Street, is now established at 7 West 44th Street. At the new address special emphasis will be placed on outstanding American first editions.

NEW YORK CITY.—The Arrow Book Shop, 2 Park Avenue, is out of business.

PROVIDENCE, RHODE ISLAND. — J. Ernest Hammond, publisher, bookseller, importer and jobber, has removed from 112 Park Street, to 46 McKinley Street.

ST. Petersburg, Fla.—Mrs. Margaret B. Wade, wife of Dr. H. W. Wade of this city, is planning to open a book shop in Tampa, Florida, on or about October 1st. For the present, correspondence or catalogs should be addressed to Mrs. Wade at her home, 516-17th Avenue, N. E., St. Petersburg.

The Weekly Record

Describes and Indexes the New Books of All Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

HIS Weekly Record lists the first big crop of fall biographies. Three are lives of Americans: "Decatur" by Anthony; "Benedict Arnold, Patriot and Traitor" by Sherwin; and a very interesting biography of a contemporary, Aimee Semple McPherson, whose marriage brought her into the newspapers and news reels again last week. The author is Nancy Barr Mavity, who has hitherto been known for her mystery stories. To match these three are three Europeans-"Marie Louise" Napoleon's Empress, by Oddie; "Gustavus Adolphus," Swedish king, by Mac Munn; and "The Persecution of Mary Stewart" by Parry, an account of the mysteries which have surrounded the name of Mary, Queen of Scots, and a partial vindication of her character. Mikusch is the author of a modern biography, the life of Mustapha Kemal, powerful head of the Turkish government. In connection with that volume, customers may be shown "European Dictatorships" by Count Sforza, best-known opponent of Mussolini's Fascistic principles, in Italy.

"The Challenge of the East" by Sherwood Eddy in which the author tells what is going on today in the newly awakened countries of the East, is another book to be offered to world-minded customers. The same people will want to see "Philosophy and Civilization" by the eminent American thinker, John Dewey.

Two new volumes on our own country are "Outpost of Empire," the story of the founding of San Francisco, a scholarly

work by Herbert E. Bolton; and "The Ozarks," a study of a modern survival of primitive society by Randolph.

Books of the week for customers interested in the arts include two studies of American literature, "Classic Americans," a survey of American writers from Irving to Whitman, by Henry Seidel Canby, editor of The Saturday Review of Literature, and "The Brown Decades," a study of the period in American history, from 1865 to 1895, a time whose art has always been in bad repute, but in which the author, Lewis Mumford, finds the beginnings of a new native power. See also "Understanding Modern Art," an explanation of modern painting and sculpture for the layman, by Davidson; two books of essays, mainly on literature, by J. Middleton Murry; and a new edition of one of the most famous works on architecture, "A History of Architecture," by Fletcher.

A book that all contract bridge players will undoubtedly want is "The Official System of Contract Bridge," containing the methods of bidding and play determined upon by a committee of some of the most prominent players in the country. Mrs. Kerwin's new bridge guide, based on this system, is also published this week.

A set of four volumes of the popular works of David Grayson has just been published by Grosset & Dunlap. Other new editions include the first Modern Library Giant, Tolstoi's "War and Peace," and an omnibus book, "The Humorous Tales of Rudyard Kipling."

HIS list aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices

are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus. In d.1 date is designated thus: [n. d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq.; obl., nar., designate square, oblong, narrow.

The Weekly Record of September 26, 1931

Acland, Baldwyn Dyke

Grand old man. 283p. D c. N. Y., McBride \$2 A portrait of a kindly and generous Canadian millionaire whose aim in life was to make his family happy but who realized that they were selfish and grasping, with the exception of his granddaughter, Margey.

Albinson, J. Warren

The new priesthood. 123p. D [c. '31] Bost., The need for more men in the priesthood is discussed with suggestions for remedying the present

Alexander, James Mastering your own mind. 58p. D c. N. Y., Funk & Wagnalls An introduction to thought-control.

Anderson, Paul L.

For freedom and for Gaul. 301p. il., maps D c. N. Y., Appleton \$2

A tale of ancient Gaul for boys and girls in which young Taranis, a youth of noble Gallic blood, enlists with the forces under Vercingetorix who were oppos-

ing Caesar.

Anthony, Irvin Whittington

Decatur. 329p. (4p. bibl., bibl. notes) O c. N. Y., Scribner \$3.50
The life of Stephen Decatur, who subdued the pirates of Tripoli and helped lay the foundation for the American navy.

True riches; a novel; il. by the author. 174p. D [c.'31] Glendale, Cal., Author, P. O. Box flex. cl. \$2 An allegorical novel, dealing with religion.

Ash, Peter, pseud. [Mrs. Louise Platt Hauck, Louise Landon, pseud.]

Untarnished. 304p. D [c. '31] Phil., Penn \$2 A novel of married life, of Kathleen and Jim Bilter, who were very different in temperament.

Atwater, Mary Meigs

The shuttle-craft book of American handweaving; new, cheaper ed. 275p. il. O '31, c. '28 N. Y., Macmillan

Aubrey, John

The scandal and credulities of John Aubrey; ed. by John Collier. 257p. il. D c. N. Y., Appleton A collection of inimitable anecdotes and character sketches taken from Aubrey's "Short Lives," the famous two-volume book on 17th century England.

Austin, Lillian Edna

Shudders. 61p. D c. Bost., Meador Pub. Short stories of mystery and horror.

Bailey, Margaret Emerson

White Christmas. 85p. front. O c. Putnam A first volume of poems many of which have appeared in Scribner's, Harper's and other American magazines.

Bailly de Barberey, Mme. Hélène Roederer

Elizabeth Seton; tr. and adapted from the oth French ed., with a brief sketch of the community of the Sisters of Charity since the death of Mother Seton by Rev. Joseph B. Code [cheaper ed.]. 612p. (bibl. note) il. D '31, c. '27 N. Y., Macmillan \$2.50

Baker, George

Ebenezer walks with God. 349p. D c. N. Y., Macmillan An old man, convinced that the child he and his wife have adopted is the son of God, flees from his home to take refuge among the London slums and later in the hop fields of Kent.

Bardwell, Harrison, pseud. [Edith Janice Crainel

The mystery of seal islands. 270p. D (Girls aeroplane ser.) [c. '31] Cleveland, O., World Syndicate Pub. Co.

The mystery ship. 256p. D (Girls aeroplane ser.) [c. '31] Cleveland, O., World Syndicate Pub. Co.

Bell, Archie

The spell of Ireland. 317p. O (McBride dollar travel bks.) '31, c. '28 N. Y., McBride \$1

The Holy Bible, containing the Old and New Testaments; the text conformable to that of the ed. of 1611, commonly known as the authorized or King James version. 1080p. il., maps, diagrs. D [c. '31] N. Y., Grosset flex. fab., \$1; limp fab., \$1.50

Bigelow, Francis Hill

Historic silver of the Colonies and its makers; new, cheaper ed. 476p. il. D '31, c. '17, '25 N. Y., Macmillan \$2.50

Blankenship, Russell

American literature, as an expression of the national mind. 749p. (bibls.) O [c.'31] N. Y., Holt
A critical history of American literature in the light of its social and cultural backgrounds.

Bogert, Lotta Jean

Nutrition and physical fitness. 554p. (bibl. notes) il., diagrs. D c. Phil., Saunders \$3
A non-technical guide to proper nutrition from the standpoint of individual physiology.

Adams, Jesse E.

The self-teaching spelling tablet; bks. 1-3. no
p. O [c.'31] Newark, N. J., Silver, Burdett
pap., 16 c. ea.

Alexander, Lucy M., and Yeatman, Fanny Walker
Cooking cured pork. 8p. il. O (U. S. Dept. of
Agri., leaflet no. 81) ['31] [Wash., D. C., Gov't
Pr. Off.; Sup't of Doc.] pap., 5 c.

A new approach to American history; students' guide sheets; 3rd ed., rev. by E. T. Smith. 138p.

(bibls.) O [c. '27, '31] Chic., Univ. of Chic. Press рар., 80 с.

[Bennett, M. K., and others]
Survey of the wheat situation, April to July, 1931.
48p. (bibl. footnotes) diagrs. Q (Wheat studies, v. 7, no. 10) c. Stanford Univ., Cal., Food Research Inst. "Big Rich," pseud. [Emory Aaron Richardson]
"My alligator grin" and other poems. 36p. il.
(pors.) T [c. '31] [Evansville, Ind., Burkert-Walton]

Bolton, Herbert Eugene

Outpost of empire; the story of the founding of San Francisco. 372p. (bibl. footnotes) il., maps Oc. N. Y., Knopf \$5

An historical narrative based upon the diaries and correspondence of Juan Bautista de Anza and the friars who accompanied him on his two expeditions from Mexico to found the Colony that became San Francisco. The author is Sather Professor of History in the University of California.

Breed, Charles B., and Hosmer, George L. Principles and practice of surveying; v. I, Elementary surveying; 6th ed. 716p. D '31 N. Y., Wiley flex. cl., \$4

Brodeur, Arthur Gilchrist

The pageant of civilization. 564p. (26p. bibl.) il., maps O c. N. Y., McBride
From archaeological discoveries the author reconstructs and describes the ancient civilization of Egypt, Babylonia, Crete, Assyria, Chaldea, Greece, India and Rome.

Brontë, Emily Jane
Wuthering Heights; il. with twelve wood engravings by Clare Leighton [signed, lim. ed.]. 342p. Q c. N. Y., Random House

\$15, bxd. This edition is limited to 400 copies, each copy signed by the artist.

Brown, Lawrason, M.D., and Heise, Fred H., M.D.

The lungs, and the early stages of tuberculosis. 151p. D (Appleton popular health ser.) c. N. Y., Appleton \$1.50

Buckland, W. W.

The main institutions of Roman private law. 422p. O '31 N. Y., Macmillan

Cailliet, Emile

Why we oppose the occult; tr. by George Franklin Cole. 200p. (bibl. notes) D c. Phil., Univ. of Pa. Press
A study of man's belief and fear of the supernatural throughout the ages and of the present tendency to turn from the occult in disgust.

Callinicos, Constantine

A brief sketch of Greek Church history. 168p. D'31 Milwaukee, Morehouse Pub. Co. \$1.20

Canby, Henry Seidel

Classic Americans. 388p. (8p. bibl., bibl. footnotes) O [c.'31] N. Y., Harcourt \$3.50
A study of eminent American writers from Irving to Whitman, with an introductory survey of the Colonial background of our national literature.

Cannan, Joanna [Mrs. H. J. Pullein-Thompson]

High table. 308p. O c. Garden City, N. Y., Doubleday. Doran

Only one youthful indiscretion brought Theodore face to face with reality and influenced his later life to some degree, for he was shy and ran away from life and buried himself in his books as a student and later as warden at St. Mary's at Oxford.

Chalfant, Harry Malcolm

These agitators and their idea. 363p. (bibl.) D [c. '31] Nashville, Tenn., Cokesbury Press

A study of American temperance agitators and their activities from Benjamin Rush at the time of the Revolution up to "Pussyfoot" Johnson.

Chapin, Lon F.

Early days in Iowa. 240p. il. O [c.'31] Pasadena, Cal., Southwest Pub. Co., 525 E. Colorado St.

Chayer, Mary Ella

School nursing; a contribution to health education. 300p. (16p. bibl.) il. D c. N. Y., Putnam

A guide for the school nurse.

Chittenden, Gerald

Reflections of a resident expatriate. 172p. D c. N. Y., Longmans \$1.50

An essay on the "competitive American" by an author who has preserved a life of detachment from what he considers typical American life.

Chukovsky, K.

Crocodile; tr. by Babette Deutsch. 31p. il. obl. O [c. '31] [Phil.] Lippincott bds., \$1.50

A picture story book in verse, translated from the Russian.

Churchward, Daisie Dell

Brown linnets [verse]. 8op. D '31 N. Y., bds., \$2, priv. pr. Knickerbocker Press

Churchward, Colonel James

The lost continent of Mu [new ed., rev.]. 335p. il. O c. N. Y., Ives Washburn

Colette, pseud. [Mme. Gabrielle Claudine Collette de Jouvenal]

The other one; tr. by Viola Gerard Garvin.
240p. D c. N. Y., Cosmopolitan \$2
The story of a French playwright, the wife he married before his success, and the woman with whom he became infatuated.

Corley, Donald

The haunted jester [il. by the author]. 317p. O c. [N. Y.] McBride \$2.50 Strange, haunting tales.

Cornell, Louis

Poison case number ten; a detective novel from the files of the Michael Joyce Agency.

310p. D c. N. Y., Brentano's

Michael Joyce, formerly chief of the New York
Homicide Squad, and now a private detective, solves
a series of murders in an exclusive social circle.

[Bratter, Herbert Max]

The silver market in 1930. 23p. diagrs. O (Trade information bull., no. 742) '31 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., 10 c.

Brauer, August

The cotton-goods market of British Malaya. 49p. O (Trade information bull., no. 751) '31 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. apply

Brunett, Dewitt A.

Power performances within the laws of nature and ow they are controlled, 201p. il. (pt. col.), diagr.

(col.) O [c. '31] [Minneapolis] D. A. Brunett Found., 1818 Washington Ave., N. pap., \$1.50

Butts, Thomas
Guide for American business in France.
maps O (Trade promotion ser., no. 115) '31
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Cahill, George F.
Federal Prohibition, a way out. 52p.
[c. '31] N. Y., Author, 519 W. 45th St. pa pap., 50 c.

Corey, Stephen J.
Missions matching the hour. 185p. (bibl.) D c.
Nashville, Tenn., Cokesbury Press pap., 50 c.

Crane, Stephen

Maggie, together with, George's mother, and, The blue hotel; introd. by Henry Hazlitt. 218p. D '31, c. '96-'31 N. Y., Knopf

Cuthrell, Mrs. Faith Baldwin

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Report on birds recorded by the Pinchot Expedition of 1929 to the Caribbean and Pacific. 66p.
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10) '31 Wash., D. C., Smithsonian Inst. pap., apply
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Random House

Old and Rare Books

Frederick M. Hopkins

F the first half dozen catalogs of American booksellers received this month, four are devoted mainly to first editions of American authors, and American authors will figure prominently in the first sale of the season by the American Art Association Anderson Galleries, There are many other indications Inc. that this line of collecting will play an important part during the season now beginning. A collector in search of a first edition of Thoreau's "Walden" recently received four quotations: \$25, \$50, \$150 and \$250. The prices puzzled him, and he asked for information. The first two copies were defective, the third clean inside, but the covers chipped and shabby. The fourth copy was satisfactory and a check for \$250 was forwarded to the bookseller making the quotation. We are likely to see a considerable range of prices of the same titles in booksellers' catalogs and in auction sales. It is quite likely that the key to the confusing range of prices will be "condition." And, as a rule, the experienced and prudent collector will want the best copy that he can get, even though he has to pay what seems a high price. The collecting of American first editions is not a fad, or passing fancy. The foundation books of American literature will be in keener demand as the years pass, and necessarily they will increase in price as they grow in rarity. This has been the case with the rarities of other countries, and it is bound to be true of American literature.

WE have repeatedly called attention to the introduction or forewords to the catalogs of Elkin Mathews, of London. The contribution to the discussion of "points" has been illuminating, and advice to collectors sound and wholesome. In the last catalog, No. 37, is more advice

that collectors may well consider: "Our own firm conviction is that the soundest basis on which a collection of books can be formed is personal taste. Self government is better than good government by others, and a collector should have the courage of his own convictions. If you believe that A is a good writer, the facts that his books are not mentioned in bookseller's catalogs and that his first editions find no place on shelves of distinguished collectors should not deter you from collecting him." In regard to the assertion that collectors' do read their books the same writer says: "Collectors of first editions are sometimes ridiculed for not reading their books. There is very little point in this assertion since no collectors use the things they collect for the purpose for which they were originally intended. A man might justly be proud of his collection of snuff-boxes without intending to take snuff out of them all. Moreover, it is untrue to say that the great majority of book collectors do not read. For the basis of all book collecting is reading."

THE Argosy Book Stores, Inc., Bible House, has opened the season with a catalog of "1200 First Editions and Association Items at Drastic Reductions," with an appendix of \$1 and \$2 items. A few of the outstanding items include Stephen Crane's "Red Badge of Courage," 1895, \$125; Emerson's "Representative Men," backstrip frayed, \$40; Hearn's "Some Chinese Ghosts," 1887, \$125; same author, "Some Leaves from a Strange Literature," 1884, \$125; O. Henry's "Cabbages and Kings," 1904, \$85; Holmes's "Autocrat of the Breakfast Table," 1858, \$60; Longfellow's "Courtship of Miles Standish," 1858, \$55; Newton's "Amenities of Book Collecting," 1918, \$55; Thoreau's "A Week on the Concord and Merri-

mack Rivers," 1849, backstrip frayed, \$125; same author, "Maine Woods," 1864, \$40. These items indicate the range of prices of the rarer American first editions. There is a great deal of material much more common at very moderate prices.

HE death of Samuel G. Rains, of the Rains Galleries, Inc., 3 East 53rd Street, ends the career of one well known in trade circles of this city for more than a quarter of a century. He was born in New York and entered the book business as an employee at an early age. Later he was in turn, bookseller, publisher and auctioneer, and should have been successful. He had a good working knowledge of the rare book trade and was regarded as an expert in his knowledge of old books. Perhaps he was more successful in finding and accumulating rare book stock than in making a market for it. The successful rare book dealer must not only have the gift of finding stock that is in demand but he must be able to keep it moving fast enough to meet expenses, realize a profit, and be able to take advantage of every worthwhile opportunity that comes his way. This is, perhaps, where he failed as a bookseller.

HE current bulletin of the John Rylands Library reveals that the two large cases of hitherto unpublished papers belonging to Mrs. Thrale, the friend of Dr. Samuel Johnson, delivered to the library last January, contained some 3,000 letters and other manuscript material. Among them are twenty letters hitherto unpublished from Johnson to Mrs. Thrale, Johnson, hundreds of letters from such persons as Boswell, Burke, the Burneys, Garrick and Goldsmith. There is also Mrs. Thrale's 147-page notebook of the tour in France when Dr. Johnson accompanied the Thrales-his only visit to the Continent. Later publications of the Rylands bulletin will begin the cataloging of these new and interesting "finds."

A RARE Tibet prayer book, 2½ feet long by 8 inches thick, has been given to the National Museum in Washington, by Charles Isham of Detroit, who brought it from Tibet. It has 520 parchment leaves, inscribed with prayers composed by

the lamas of Tibet two centuries ago, or more. This manuscript was not written with ink, but 24 caret gold leaf was applied by the use of wooden blocks. Only one other book of the kind is known to be in existence and that is in the Museum in Berlin, where it is regarded as priceless.

ARE and Scarce Books, including American Literature, English Literature, Americana, Legal Lore and History," Catalog No. 13 comes from Norman Alexander Hall, Newton Center, Mass. The stock is well selected, and the prices attractive. Among the American first editions are such items as Holmes's "Autocrat of the Breakfast Table," 1858, \$75; Longfellow's "The Song of Hiawatha," 1855, \$50; same author, "The Courtship of Miles Standish," 1858, \$40; Sarah Pratt McLean's "Cape Cod Folks," 1881, \$30; Thoreau's "Walden," 1854, \$150; Field's "Culture's Garland," 1887, \$20; Irving's "Life of Washington," 5 vols., 1855-59, \$35.

Pamphlets "Pertaining to the American Indians," offered for sale by The Tuttle Company, of Rutland, Vt., is both an interesting catalog and a novelty. It contains 799 items, mainly moderate priced lots, with a sprinkling of rarities. This catalog, 48 pages, 8½ by 14 inches, is reproduced throughout on the mimeograph, both sides of the paper being used. The work is excellently done, for there are uniformity of style, few corrections, and few typographical mistakes. It is an admirable specimen of what the mimeograph can do in catalog making.

And Recent First Editions" of American and English authors and of some of the special presses comes from the bookshop of James F. Drake. The list has been made up from books that have just been published and from the publishers' announcements. It contains a list of books of nearly 100 authors, some of which are likely to be oversubscribed before publication. The list is a useful one for the collector who wishes to keep posted on books of special interest now coming from the press.

R. LESLIE HOTSON, who discovered the long lost letters of Shelley to Harriet Westbrook has made another interesting literary discovery. This time it is a hitherto unknown incident in Shakespeare's life which has led to the identification of the two originals of two characters in Shakespeare's plays and the successful dating of one of the plays. The complete account of this discoverry will be found in Dr. Hotson's new book, "Shakespeare Versus Shallow," which Little, Brown & Co., will publish October 2.

NEW exhibition of French books and A illuminated manuscripts showing the history of French book illustration over a period of six hundred years, 1300 to 1900, has just been opened in the Spencer collection room, No. 322, of the New York Public Library. Descriptive cards are shown with each item. The exhibition, which is attracting considerable attention will probably last until next New Year's.

ESSRS. GERALD HOWE, of London, whose revival of Gerard's "Herball" in 1927 was the first new edition since that of Thomas Johnson dated 1636, will publish this month "Leaves from Gerard's Herball," edited by Marcus This will present a some-Woodward. what different selection "arranged for garden lovers," the plants being grouped according to the time of flowering, with 130 illustrations from the original wood-The book is published in America by Houghton Mifflin. Another beautiful herbal, "A Modern Herbal" by Mrs. M. Grieve, has been imported by Harcourt, Brace. It is a large 2-volume book with 200 exquisite illustrations.

NEW private press of distinction has A been established in London by R. A. Maynard and Horace W. Bray, wood-engravers and printers, formerly connected with the Gregynog. The new enterprise with the Gregynog. The new enterprise will be known as "The Raven Press" located at Harrow Weald, and the device of the Press will be a raven engraved by Mr. Bray. The first three books to be issued are Shakespeare's "Venus and Adonis," the story of Tobit, and Milton's "Samson Agonistes," the two former with engravings by Mr. Bray and the latter by Mr. Maynard.

ESSRS. CONSTABLE of London announce the forthcoming publication of a "Critical Bibliography of Katherine Mansfield" by Ruth E. Mantz, in a limited edition. J Middleton Murry is contributing an introductory note.

HE NONESUCH PRESS of London is celebrating the tercentenary of the birth of John Dryden by the publication this autumn of a limited edition of Dryden's "Complete Theatre" in six volumes, edited by Montague Summers.

Auction Calendar

Thursday evening, October 15th, at 8:15 o'clock. First editions and Americana, including first editions of "Leaves of Grass" and "Evangeline." To be held under the auspices of the Newark Galleries, Inc., at the Robert Treat Hotel, Newark, N. J.

Catalogs Received

na. (No. 541; Items 1335.) Francis Edwards, 83 High St., Marylebone, W. 1, London, Africana. England.

Ltd., 83 High St., Marylebone, W. 1, London, England.

American history. (Series 2, No. 37; Items 1047.)

Argosy Book Stores, Inc., 45 Fourth Ave., New York City.

Americana, autographs, historical reliques, paintings, prints, engravings. (No. 113; Items 134.) Union Square Book Shop, 30 East 14th St., New York City.

Americana. (No. 95; Items 516.) Dauber & Pine Bookshops, Inc., 66 Fifth Ave., New York City.

Architecture, costume, furniture, gardens and ornament. (No. 564; Items 205.) Maggs Brothers, 34 Conduit St., New Bond St., London, W., England.

Autographs, New England material, maps and atlases, etc. (No. 7; Items 252.) The Market for Exchange, 88 Broad St., Room 712, Boston, Mass.

Biblioana and Californiana. William McDevitt, 2079 Sutter St., San Francisco, Cal.

Children's books and novels of four centuries. (No. 30; Items 578.) Arthur Rogers, 4 Queen's Square, Newcastle Upon Tyne, England.

English literature, new and second-hand. W. & G. Foyle, Ltd., 119 Charing Cross Road, London, W. C. 2, England.

First editions and association items. (No. 37; Items 1261.) Argosy Book Stores, Inc., 45 Fourth Ave., New York City.

First editions and some others. (Items 149.) The Varda Bookshop, Ltd., 189 Holborn, London, W. C. 1. England.

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General literature and unusual books. (No. 94; Items 518.) Dauber & Pine Bookshops, Inc., 66 Fifth Ave.. New York City.
Interesting books in desirable editions. (Series 1, No. 37; Items 508.) Argosy Book Stores, Inc., 45 Fourth Ave., New York City.
New and used educational books. Missourie Store Co., Columbia. Mo.

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Old medical and botanical books, fifteenth to the nineteenth centuries. (No. 57; Items 878.) International Antiquariaat, 364 Singel, Amsterdam, Hol-

land.
Orientalia. (No. 293; Part 1, Semitica, including Egyptology, etc.; Items 1308.) B. H. Blackwell, 50 Broad St., Oxford, England.
Shakesneariana. (Catalog of Dept. No. 1, Section 3.) W. & G. Foyle, Ltd., 119 Charing Cross Road, London, W. C. 2, England.
Theology, philosophy, the Bible, Church history. (No. 101). Blessing Book Stores, Inc., 63 East Adams St., Chicago, Ill.

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YOUNG WOMAN, college education, desires sales position bookstore. Salary not object. Knowledge stenography. E. I., care of Publishers' Weekly.

SALESMAN—20 years in the publishing field; book advertising, magazine sales promotion, etc. Well educated and widely travelled; desires position with a book publisher in New York City or vicinity, or travelling in eastern states. Salary optional. N. W., care of Publishers' Weekly.

EXCELLENT WORKER, wide experience with publishers, file organizations, commercial houses and financial drives. Must have work in October. Good supervisor, careful at detail. Best references. Real chance to get exceptional services for \$25.00. W. T., care of Publishers' Weekly.

YOUNG WOMAN— Secretary, four years' experience, college training, French and German, general knowledge book field. I. F. N., care of Publishers' Weekly.

Positions Wanted—Continued

YOUNG MAN, 23, two years' experience in New York Book Store, looking for an opening with a good publishing concern. P. T., care of Publishers' Weekly.

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FOR FRENCH BOOKS pass your orders to The French Book Shop, 556 Madison Ave. at 56th St., New York (Plaza: 3-4663), wholesale distributors of French books of all French publishers.

Special Notices

CLARA CLEMENS' biography, "My Father, Mark Twain," published October 1st by Harper and Brothers, contains new and hitherto unpublished material. The first edition will be a collector's item and dealers are advised to consider it as such. \$5.00.

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Special Notices—Continued

"A BRIEF MESSAGE on collecting first editions," by Henry L. Mencken, in the September issue of "Collecting for Profit." See ad under "Books for Sale." "Gain much helpful information from every copy."—Belmont Book Exchange (Portland, Ore.).

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Overlooked?

An inquiry of some importance

Bear Sin: Have you not forgotten to order your copy of The Publishers' Trade Liet annual this year! I has been ready several weeks, but your order is not yet in.

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September 25

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Forthcoming Issues

A The October 3rd issue will have a leading article by Richard F. Fuller, of the Old Corner Book Store, Boston, on advertising. This issue will also contain Part 2 of Katharine Lord's article on "Mechanized Book Borrowing: Book Lending Without Tears," the first part of which appears in this week's Weekly.

Merchandising For Department Stores" by Stephen Moore will also appear in the October 3rd issue.

page, sponsored by the National Association of Book Publishers Promotion Committee, which is to run every other week until the first of January, appears again next week. Booksellers are reminded that for each book window photograph selected for publication in this department \$20. will be paid.

* The Bookmaking Department of that issue will contain articles by Dr. Jesse E. Minor, Dr. Hellmut Lehmann-Haupt,

Meiric Dutton, Paul Johnston and Evelyn Harter.

monthly Staple Stock Department, will emphasize reprints and new editions, with special articles on the sales and display of these books. This issue will contain two indexes: books at a dollar and less, and the editions at over a dollar.

The Publishers' Weekly

The American Booktrade Journal

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